



SEND your materials just as they are. You may order any rug pictured in this book, regardless of the colors in your old materials. It does not matter whether the material you send is all old carpets or rugs—or a part of it is clothing. Don't hesitate to send even badly worn materials. There is more good material in them than you may imagine. Just send the number of pounds we ask for on each page. We do the rest. We guarantee every Olson Rug will be the same high standard of quality. We can use any of the following kinds of old carpets and rugs:

Axminster Olson Rugs Smyrna Fluff Rugs
Velvet Wilton Orientals Tapestry
Brussels Ingrain Wool Fibre
or any other kind of carpet or rug

Old Clothing and Other Materials. The materials in wool clothing can be used to splendid advantage in the nap of the rug. Cotton and linen materials are used only in the inner construction—never in the surface of an Olson Rug. Most clothing worn today contains wool that has been reclaimed by the large clothing mills from used clothing. You may send:

Coats, Suits, Dresses, Blankets, Sweaters, Curtains, Draperies, Shirts, Table Covers, Sheets, also Sheep's Wool.

If You Lack Enough Material—you can probably secure some from friends and neighbors for the asking. To help you out if you still lack enough, we will (if you wish) furnish new wool at cost, 25 cents a pound, (10 cents below current market).

#### If You Have No Scales

The following will give you the approximate weight of your old carpets and rugs.

Your old 9 x 12 ft.

Rug will weigh:

Wilton and Other Fine Grade Rugs...... About 40 to 55 lbs. Tapestry Brussels and Low Grade Velvets..... About 25 lbs. Better Grade Axminsters and Velvets..... About 30 to 38 lbs. (Other sizes in proportion.) The average weight of the old carpets or rugs is 2 to 4 pounds to each square yard.

(New Olson Rugs, 9 x 12 ft. size, weigh about ..... 43 lbs.)

#### If You Have Extra Materials . . .

**Send All You Have** and we will send you a *Credit Certificate* for any extra material, which can be applied on any future order you or your friends may send. We suggest you gather together all the old rugs, carpets, clothing, etc., you have around the house and send to us **by FREIGHT** in one shipment at our expense. Not only will you get your material out of your way—but you will do us a favor also, for we pay no more freight on a 100-pound bundle than a smaller one.

If You Are Not Ready to Order Now—but you wish to ship materials now at our expense just mail freight receipt, and we will send you a Credit Certificate. Enclose one of our order blanks which has your name and file number stamped on it, and mark, "Hold Material."

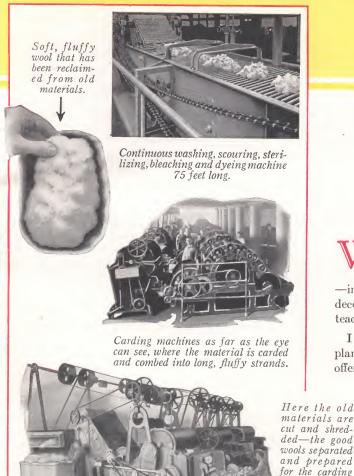
WE DO NOT BUY MATERIALS

	CREDIT CERTIFICATE	
	No. 9643	
Ja	ISSUED TO	Six
*		
	We have credited you withpounds of material which can be used on any future rug	
	orders you or your friends may send.	1
	OLSON RUG CO., Chicago	
	Sterker	
	VICE PRESIDENT	
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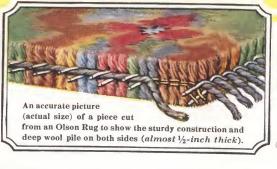
COPYRIGHT, 1938, OLSON RUG CO.

# How the Valuable Materials in OLD RUGS, CARPETS, CLOTHING

machines.



ARE CONVERTED INTO NEW, REVERSIBLE, BROADLOOM RUGS BY THE OLSON PROCESS



Court

OULDN'T you like to look behind the scenes of America's finest modern rug factory and see a few of the many wonders of scientific rug weaving that have thrilled our thousands of visitors—including the editors of practically every woman's magazine, home decorating experts, writers, textile engineers, club women, church women, teachers, college students, etc.

I am sure that if I could conduct you in person from one end of this plant to the other, you would understand why it is possible for us to offer a new and finer type of rug than can be secured elsewhere at twice

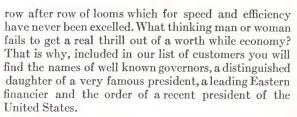
the price. You would then understand why over two million women, accustomed to paying high store prices for one-sided Axminster, Velvet and Wilton rugs, now prefer to send their old materials to us and get modern, reversible rugs *Direct from the Olson Factory*, where there are no wholesalers', jobbers', retailers' profits or expenses to pay.

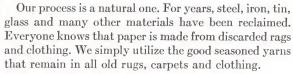
You could spend days here inspecting literally acres of the most modern rug making machinery—shredding machines—carding, washing and scouring machines—sterilizing, pickering, bleaching machines—great steaming dye vats—and (next page)

Olson Rug Co. Chicago, New York, San Francisco



A section of our new dye house, one of the largest of its kind. Only the finest, fast dyes are used, which are boiled into every particle of yarn.







Samples (actual size) of wool rug yarn prepared by the Olson Special Process.

This Is The Day of Specialists. I am sure you would marvel at the magnitude of this largest of modern rug plants with its hundreds of expert weavers, dyers, chemists, skilled artisans, engineers and specialists of all sorts most of whom have spent a life time perfecting their departments.

These new and finer type Olson Rugs are the crowning achievement of our 64 years of constant effort. Please do not confuse Olson Rugs with rugs made in the ordinary way from old carpets and rugs. They are absolutely different. Every Olson Rug is woven with the same painstaking care and attention to detail that is employed in the weaving of the finest high priced Wilton Rugs.

By the famous Olson Process, we sort, merge and reclaim the good wool and other materials in all kinds of old carpets, rugs, clothing, blankets, draperies, etc. We thoroughly scour, sterilize, shred, picker,



Some of the great modern yarn twisting machines that spin and twist the yarn for sizing and dyeing.

A small section of our spinning division showing some of the immense machines 125 feet long, that spin the wool into firmly twisted, highgrade rug yarn.



Olson Rug Co. Chicago, New York, San Francisco

Our chemists and color experts carefully test all yarns for strength and color.



PAGE 2

card, comb, bleach and combine it into soft, fluffy, sanitary wool that looks and feels like costly new materials. This material is steamed and scientifically "treated" to give it fresh, new luster and resiliency—tightly spun, wound into skeins, expertly dyed with the finest fast dyes, and woven on great power looms into luxurious, modern, seamless, reversible rugs as illustrated.

By our elaborate process of scouring and cleaning, every particle of dirt, all stains, etc., are removed. Even the hardiest germs are unable to survive this thorough sterilizing. The finished rug is immaculately clean and mothproof—as fresh as a new dollar bill.



This illustration shows the 4-ply warp (4 strands) we use. Compare it with the 3-ply warp used in one-sided rugs.

It has taken us over half a century of painstaking effort and constant improvement to make these finer Olson Rugs the excellent floor covering they are today.

If you will divide the cost of an Olson Rug, which can be used on both sides, by the greater number of years of wear and satisfaction it will give you, you can come to only one conclusion, "it



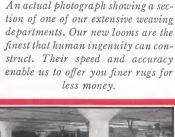
The warp that holds the rug together is an important factor, determining the life of the rug.

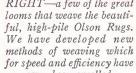
is true economy to send in your old carpets, rugs and clothing and get beautiful, new reversible rugs at half the price of an ordinary one-sided store rug." We promise a pleasant surprise.

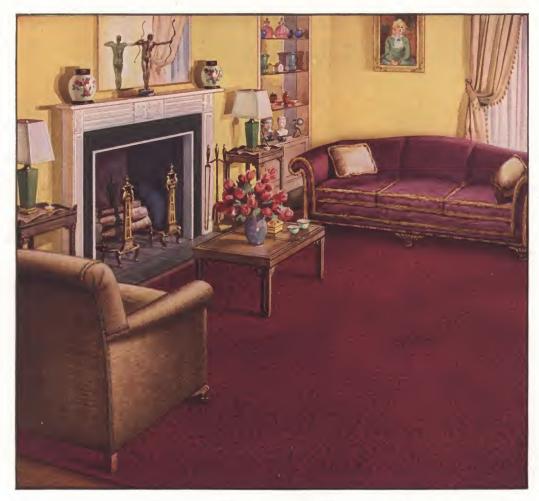
BELOW-in these specially constructed machines your rugs are steamed and the surfaces sheared many times so that the nap on both sides of the finished rug is luxuriously soft and smooth, and as in the finest rugs, always stands straight up without matting down.



RIGHT—a few of the great looms that weave the beautiful, high-pile Olson Rugs. We have developed new methods of weaving which for speed and efficiency have never been excelled.







Standard SIZES	YOU S	END	LIST
9x12 ft.	.about 4	2 lbs	\$2740
81/4x101/	∕₂ft" <b>:</b>	<b>35</b> ."	2435
<b>6x9</b> ft	"2	21. "	1525
4x6¾ ft			
36x63 in	n"	6. "	420
30x54 is			

Other SIZES	Old Mate	rial PRICE
	about 15	
6x6 ft		. " <b>10.15</b>
6x8 ft	"19	." . 13.45
7x7 ft		." <b>13.85</b>
7x9 ft	"25	." <b>17.75</b>
8x8 ft		." <b>18.05</b>
8x11 ft.		." 24.75
9x9 ft	"31	." <b>22.75</b>
9x15 ft.	"52.	. " 38.35
10x10 ft	" <mark>39</mark> .	28.40
10x13 ft		. " 36.90
11x12 ft		." 37.50
11x14 ft		. " 43.75
12x15 ft		. " <b>51.05</b>
27x42 in	" 3.	. " <b>2.20</b>
	<b>A</b>	

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

SEAMLESS REVERSIBLE

### Wine Red-A Rich, Deep-tone Blend!

This is an age of color. Never before have homes been so colorful, so appealing. Hand in hand with the growing vogue for deep toned rugs has come an increased appreciation for reds. As our contribution to this style trend, we offer the exquisite rug shown above.

It is an extremely rich blend of two deep shades of wine red combined to give a soft, warm glow of color that handsomely sets off other furnishings. We urge you to order one of these distinguished looking rugs. You will be delighted with the rich beauty it brings.

### WE PAY SHIPPING CHARGES

### On Old Material from Any Place in the United States

We Do Not Pay Shipping Charges on Rug Orders Under \$8.00

Ship by Fast FREIGHT - if bundle weighs 40 or 50 to 300 pounds or more

> Ship by EXPRESS - if bundle weighs about 15 to 40 or 50 pounds

Prepay PARCEL POST—if bundle weighs less than 15 pounds, and we will deduct from your bill

-if you will write the amount on your order.



#### If You Live in One of These States Ship material to us at CHICAGO

Alabama Arkansas Colorado Florida Georgia Illinois Indiana Iowa Kansas Kentucky

Louisiana

Michigan

Minnesota Mississippi Missouri Montana Nebraska New Mexico New York (See Map on Order Blank) North Carolina

North Dakota

Oklahoma Pennsylvania (See Map) South Carolina South Dakota Tennessee Texas Virginia West Virginia Wisconsin Wyoming

If You Live in One of These States Ship material to us at NEW YORK c/o Bush Terminal, Brooklyn, N. Y.

Delaware Maine

New Hampshire (See Map) New Jersey New York (See Map)

Connecticut Massachusetts Pennsylvania Rhode Island Vermont Washington, D. C.

If You Live in One of These States

Ship material to us at San FRANCISCO

c/o Haslett Terminal, 285 Brannon Street Idaho

rizona California Nevada Oregon

Utah Washington

#### HOW TO SEND MONEY

In remitting, mail Postal or Express Money Order, Bank Draft, Personal Check, or Cash by Registered Letter. Many of our customers mail check with the order if they are in an extra hurry for their rugs, or, you can remit later when we notify you your rugs are ready. MAIL your remittance—do NOT place it in your bundle.

### How to Order-It's Easy

OU will make it easier for us if you write your order on one of our order blanks. Merely fill in the size and catalogue number of the rugs you desire and MAIL to us with the receipt which your freight or express agent gives you. That's all—we do the rest.

Simply roll up your old carpets, rugs and clothing just as they are (without wrapping) and tie with rope; attach our tag and ship to us. We guarantee the safe arrival of your material, also the safe return of your new rugs. Our Customers Pay the Small Return Charges. We Pay One Way-You Pay One Way.



To Ship By Fast Freight—just 'PHONE any local RAILROAD FREIGHT office to pick up your bundle of material at your home. This new pick-up service is offered at no extra charge by railroads in practically all cities, towns and villages. The driver will ship your materials to us at our expense and give you a receipt.

To Ship By Express — just 'PHONE your local RAILWAY EXPRESS office and tell them to have their driver call at your home and pick up your bundle. They will ship it to us at our expense and give you a receipt.

All railroads deliver to our doors over our own side tracks. No re-handling. No delays. Your material reaches us in One to Three days by Fast Freight.







### Also in the Following Widths by Any Length

These	Old Materia	al PF	RICE
WIDTHS	SEND pe		
Only	running for	ot	foot
27 in. wide by any	y length 1	lb	\$ .76
36 in. wide by any	y length 1 1/4	lb	1.01
6 ft. wide by any	length 21/4	lbs	2.21
8ft. wide by any	length 3	lbs	2.94
9 ft. wide by any	length 3 1/2	lbs. .	3.14
10 ft. wide by any	length4	lbs. .	3.68
12 ft. wide by any	length 4 3/4	lbs	4.19
	A		

Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.

### Texture Design

In accordance with the thousands of requests we have received for a patterned rug in blue, we combined our most popular Texture design with our richest, softest color to make the distinctive rug shown here. A lovely French Blue provides the background, with Royal and Midnight blue forming the all-over design. Accents of Terra Cotta and Ecru are skillfully worked into the pattern making this one of the most attractive and practical rugs we've ever offered. Woven seamless and reversible for double wear.



OLSON RUG Co. Chicago, New York, San Francisco

### Number 23203—Rust Number 42232—Green

Standard SIZES	Old Material YOU SEND	
9x12 ft	.about 42 lbs	\$32 <u>85</u>
81/4x101/2	ft."35 ."	. 2930
6x9 ft		1825
4x63/4 ft.		920
36x63 in		500
30x54 in	« <b>4</b> «	360

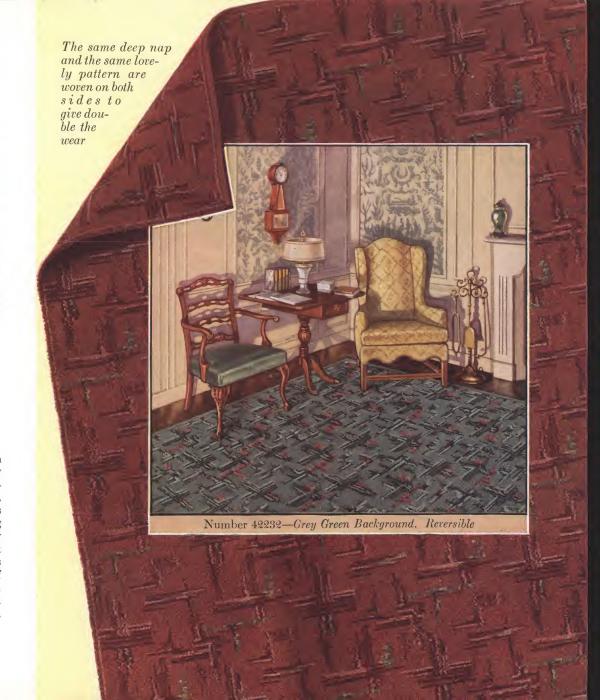
### Also in the Following Widths by Any Length

These	Old Material PRICE a
WIDTHS	SEND per running
Only	running foot foot
27 in. wide by	any length. 1 lb\$ .76
9 ft. wide by	any length. 3 1/2 lbs 3.14
12 ft. wide by	any length. 4 3/4 lbs 4.19

Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.

## Modern Texture Patterns

These charming new designs, with their lovely, soft colors are very appealing. They are modern adaptations of fine old hand hooked rugs, and two of the most practical rugs we have ever offered. They will bring colorful, up-to-date charm to any room in your home. Dark and light Rust are the predominating shades in the draped rug with tones of Copper, Ecru and Green as accents. Also available in soft Green as shown with accents of light and dark Green, Terra Cotta and Rust.





A rug that brings you true Early American Charm at small cost.

Olson Rug Co. Chicago, New York, San Francisco

### Number 92202

Standard SIZES	Old Material YOU SEND	
9x12 ft	about 42 lbs	\$3285
81/4x101/2	ft." <mark>35</mark> . "	2930
6x9ft		1825
4x6¾ ft.	"10 . "	920
36x63 in		500
30x54 in		360

### Also in the Following Widths by Any Length

These	Old Materia	PRICE a
WIDTHS	SEND per	running
Only	running foot	foot
27 in. wide by	any length1	lb\$ .76
36 in. wide by	any length 1 1/4	lbs 1.01
5 ft. wide by	any length2	lbs 1.84
7 ft. wide by	any length 23/4	lbs 2.57
8 ft. wide by	any length3	lbs 2.94
9 ft. wide by	any length3 1/2	lbs 3.14
10 ft. wide by	any length4	lbs 3.68
12 ft. wide by	any length4 3/4	lbs 4.19
	A	

Above weights are  $\frac{1}{4}$  less than required. We add NEW WOOL to make up the difference at no extra charge.

### Authentic Colonial

Why put up with worn rugs when you can send them away to the Olson factory and receive a rug as charmingly modern as the rug shown here? Early American is the vogue today and we consider this one of the loveliest reproductions of that mellow, graceful period. The lovely, soft colors are so varied that it will lend colorful freshness to practically any type of room setting. And the prices are a pleasant reminder that good taste need not be measured by price. Every rug Seamless, Reversible.

## Only from the

## OLSON FACTORY Can You Get

SEAMLESS, REVERSIBLE BROADLOOM

## RUGS IN SO MANY SIZES

Co Correctly Fit Any Room \*

OTHING mars the beauty of a room so much as a misfit rug—one too small—too short—or too narrow. Why be satisfied with ordinary onesided rugs in the few sizes offered when you can order your rugs from the Olson factory in just the right size, color and pattern at half the cost?

### Sizes Impossible to Get Elsewhere

Nowhere else in the United States can you get rugs in so many different widths and lengths to give the correct floor space all around.

From your Olson catalog you can choose rich textured, reversible broadloom rugs in all the smart, new solid colors, with or without borders, as well as lovely, exclusive, new blends, mixtures, tweedy effects in 16 different widths (up to 16 feet seamless) by any length. You will find fascinating Early American patterns, lovely, soft Duo-Tone designs, plaids and rich, colorful, texture effects in runners and widths 27 inches to 14 feet wide by any length you want. Beautiful Oriental designs in sizes that you can not hope to find elsewhere.

## NO NEED TO "PUT UP" WITH MISFIT RUGS

\*What size should a rug be to look best? See page 10 for advice!

## A Few Decorating Suggestions

### A FRIENDLY TALK TO THRIFTY WOMEN

By Leone Mildred Michell

How long has it been since you enjoyed the thrill of "doing over" one of your rooms? The urge for something new in the home is felt by all today.

Perhaps no other single decorating item in a room can transform it so completely and inexpensively as the fresh beauty of a luxurious new Olson Rug.

In these pages, American women of taste and refinement are offered the kind of rugs they would choose if price were no object—rugs of such distinction, at prices so temptingly low, that one is eager to find a place in one's home for every pattern shown.

#### MODERN DECORATING DEMANDS

"Livable Rooms" and "Colorful Harmony"

ROOMS should be friendly, cheerful, and livable. Colorful rooms chase away

the cares of the day. Rugs can help more than anything else.

Through her new knowledge of decorating the modern woman knows that the rug in a room is the keynote—the background of the entire room. She appreciates the need for a background of beauty.

Surely none of us want our homes to be exactly like those of our friends or neighbors. Let your own good taste be your guide in planning rooms that are distinctive.

An inferior rug spoils the beauty of everything that comes near it—and measured by years of satisfaction, a cheap, poorly constructed rug costs more than a good rug.

#### What Size Should A Rug Be?

A RUG that is too small makes a room appear smaller and spoils any possibility for a pleasing arrangement of furniture. Not more than a foot and a half of floor space should show around your rug; and the popular trend is to show only 6 to 8 inches, giving a more spacious appearance.

Owing to the limited number of sizes offered by rug stores, many women are obliged to select rugs not suited to the room.

The Olson Rug Co. have entirely eliminated the necessity of using misfit rugs by weaving special sizes and extra large rugs to give correct floor space all around.

Think what this means: a beautiful, reversible deep-textured Olson Rug, the exact size you want, at 1/3 to 1/2 less than any ordinary sized one-sided store rug.

#### Avoid Misfit Rugs

For instance, you can imagine how out of place the ordinary 9x12 foot rug would look in a square room. In these pages you will find such unusual sizes as 9x9 feet, 10x10 feet, 11x12 feet, etc.

Adjoining rooms connected by wide doorways may be effectively treated by using rugs in the same color or design, thoughthis is not necessary. Rugs in adjoining rooms, however, should harmonize.

The use of only scatter rugs in living and dining rooms is seldom successful, for they make a room seem smaller and more cluttered. A larger rug offers a much richer and more spacious effect. If a single or two-toned rug is



f a on top of a large plain rug with wo-

used, scatter rugs may be thrown over the large rug for protection in front of davenport, easy chair or fireplace, and at thresholds, giving a colorful note of interest. Scatter rugs must be laid straight with walls.

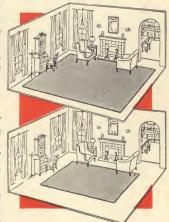
#### A Few Fundamental Rules

ALWAYS keep the floor deepest in color value, the walls lighter, and the ceiling lightest of all—a combination which merely satisfies the human desire to have the base of any structure the strongest.

Every room should have a center of interest—either in the wall, wall coverings, hangings or rugs. If you select a richly figured rug, it will be more harmonizing to have the walls and hangings conservative in pattern. Plain and two-tone rugs however, may be used anywhere. They are in excellent taste, Many of the finest homes are furnished with them throughout.

In your living room, place your furniture in friendly, conversational groups arranged for easy use. Avoid placing chairs stiffly along the walls. Enliven your rooms with a colorful chair, lamp shades and pillows.

A room that is large can stand a boldly figured rug and plenty of color. A small room, however, gives the impression of being larger if the rug has only a small delicate design, or none at all. To make small rooms appear larger, bring the rug to within six inches of the wall and keep walls light.



A large rug gives a room a spacious effect. When rug is too small the same room shrinks in size.

### Raisin - A Rich, Deep-Toned Blend

Wouldn't you just love to spread a luxurious, cushiony, reversible broadloom rug like this across your floors—a rug with interesting, texture-quality in a lovely two-tone Raisin blend? It has a depth of color—a certain richness that has made it unusually popular. It is just the rug for a restful room like this—a room to be lived in and enjoyed. A practical color blend that is "right" with any type of decorating. A rich background for other furnishings.

SEAMLESS REVERSIBLE BROADLOOM

### Number 2621

Standard SIZES	Old Material YOU SEND	
9x12 ft	about 42 lbs	\$27 <u>40</u>
81/4x101/	∕₂ft.". 35."	2435
<b>6x9</b> ft		15 <sup>25</sup>
4x63/4 ft.		7 55
36x63 in	1". 6."	420
30x54 in	1". 4."	310

Other SIZES			
5x8 ft	.about	15 lbs.	\$11.30
6x6 ft	"	. 14	10.15
6x8 ft	"	. 19 "	13.45
7x9 ft			17.75
8x8 ft			18.05
9x9 it			22.75
9x15 ft			38.35
10x10 ft.			28.40
10x13 ft.			36.90
11x12 ft.			37.50
11x14 ft.			
12x15 ft.			51.05
27x42 in	- 44	3 "	2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54



Olson Rug Co. Chicago, New York, San Francisco



	Old Material YOU SEND	
9x12ft.	.about 42 lbs	\$2740
81/4x101/	⁄2ft" <b>35</b> .".	243
6x9ft	"21 . ".	152
4x63/4 ft		75
36x63 in	n" 6.".	42
30x54 in	n" 4.".	31

Old Material PRICE SIZES YOU SEND LIST 5x8 ft....about 15 lbs .\$11.30 6x8 ft...... "...19.. ".. 13.45 7x9 ft...... "...25... "... 17.75 8x8 ft...... "...25.. ".. 18.05 8x11 ft..... "...34 .. ".. 24.75 9x9 ft...... "...31.. ".. 22.75 9x15 ft..... "...52.. ".. 38.35 10x10 ft.... "...39.. ".. 28.40 10x13 ft.... "...51.. ".. 36.90 11x12 ft.... "...51.. ".. 37.50 11x14 ft.... "...60.. ".. 43.75 12x15 ft...."...70...".. 51.05 27x42 in..."... 3.." 2.20

Above weights are  $\frac{1}{4}$  less than required. We add NEW WOOL to make up the difference at no extra charge.

For Special Size Rugs or Runners see page 54

SEAMLESS REVERSIBLE

### Lovely, Practical, Two-Toned Green!

ARUG that is extremely serviceable and rich in character with its soft intermingled tones of Grey Green and deep-toned Hunter Green. It will handsomely set off your other furnishings and bring a friendly, warm glow of color to any room. A rug you can live with year after

year. A deep-textured, reversible broadloom rug that gives no hint of the great saving. No need to put up with misfit rugs. Here are sizes for any size room—sizes you can't get elsewhere. Why not send us your old materials and get "better rugs for less money?"

Standard SIZES	Old Material YOU SEND	
9x12 ft	about <b>42</b> lbs	\$3285
81/4x101/2	ft." <b>35</b> ."	. 2930
6x9 ft	"21."	. 1825
4x63/4 ft.	"10."	. 920
36x63 in.		. 500
30x54 in		360

#### Also in the Following Widths by Any Length

These WIDTHS	Old Material SEND per	PRICE a
Only	running foot	foot
27 in. wide by a	iny length 1 lb.	\$ .76
o it. wide by a	iny tength. $3\frac{1}{2}$ lbs.	3.14

Above weights are  $\frac{1}{4}$  less than required. We add NEW WOOL to make up the difference at no extra charge.

### Texture Design

TERE is a most appealing pattern designed to satisfy the present day vogue for Texture effects in floorcoverings. We have achieved this charming effect by combining true Early American motifs with approved Modern designs in tones of rich Raisin, Terra Cotta, Peach and Ecru on a ground of warm Chestnut Brown. This pattern is conservative enough for use in rooms of any period. It is also one you will never tire of. Picture your home beautified by it! Seamless and Reversible for double wear, this rug is practical, beautiful and surprisingly low priced too.



Standard SIZES	Old Material YOU SEND	PRICE
9x12 ft	.about 42 lbs	\$3285
$8\frac{1}{4} \times 10\frac{1}{2}$	ft."35.".	2930
6x9 ft		1825
4x6¾ ft.		920
36x63 in		500
30x54 in		360

### Also in the Following Widths by Any Length

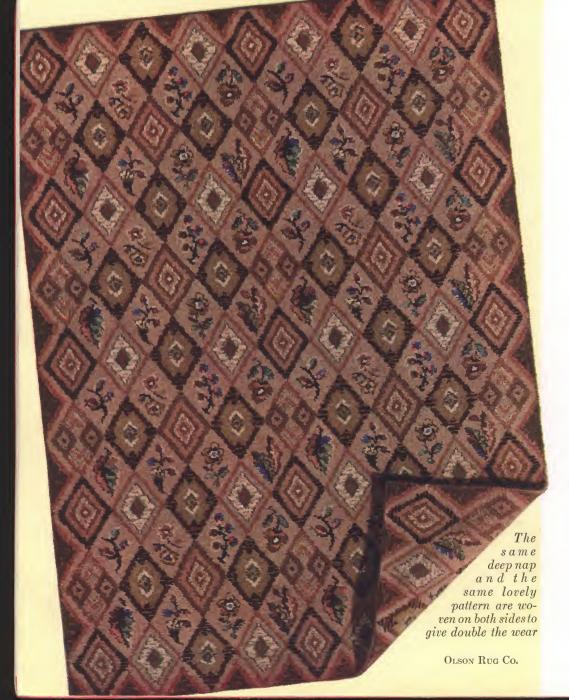
The			Old Material		
MID.	THS		SEND per		
On	ıly		running foot	fo	ot
<b>27</b> in.	. wide	by	any length1	lb	.70
36 in.	wide	bу	any length1 1/4	lbs	1.0
5 ft.	wide	by	any length2	lbs	1.84
7 ft.	wide	by	any length23/4	lbs	2.57
9 ft.	wide	by	any length3 1/2	lbs	3.14
11 ft.	wide	bу	any length. 41/4	lbs	4.04
12 ft.	wide	by	any length . 4 3/4	lbs	4.19
14 ft.	wide	by	any length5 1/2	lbs	5.1

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

### Early American

THERE is a charm about things LEarly American to which nearly everyone sooner or later succumbs. "The tremendous popularity of Early American continues," writes the Decorating Editor of the Ladies' Home Journal. There is something homey, refreshingly gay, friendly and typically American about this sturdy style. Can't you just picture the charm of this lovely Early American rug in your home, with its soft practical Rose Taupe, Walnut Brown, Rust and Copper tones? And its deep piled texture will bring authentic Early American character.

PAGE 14



### A Soft Blend of Blue and Taupe ...

What could be more practical for any room where hard wear is expected than this luxurious, all-purpose figured rug? The lovely rich effect shown below has been secured by blending a beautiful soft shade of Blue with Taupe. The result is a rug that forms a background against which other color schemes show up splendidly. A blend so harmonious, so delightfully different, that it presents an entirely new idea in planning your decorating scheme. Stands unlimited wear without showing soil. Woven without border only, as shown here.

SEAMLESS REVERSIBLE BROADLOOM

### Number 3121

 Standard SIZES
 Old Material YOU SEND
 PRICE LIST

 9x12 ft. about 42 lbs. 52740
 81/4x101/2ft"...35."...2435
 2435

 6x9 ft..."...21."...1525
 4x63/4 ft..."...10."...755
 36x63 in..."...6."...420

 30x54 in..."...4."...310
 310

Other Old Material PRICE YOU SEND LIST SIZES 5x8 ft....about 15 lbs.\$11.30 6x6 ft..... "...14 .. ".. 10.15 6x8 ft....."...19.. ".. 13.45 7x7 ft......"...19 .. ".. 13.85 8x8 ft....."...25...".. 18.05 8x11 ft....."...34 .. ".. 24.75 9x9 ft....."...31 .. ".. 22.75 9x15 ft....."...52...".. 38.35 10x10 ft...."...39 .. ".. 28.40 10x13 ft...."...51...".. 36.90 11x12 ft...."...51...".. 37.50 11x14 ft.... "...60 .. ".. 43.75 12x15 ft...."...70 ...".. 51.05 27x42 in..."... 3..".. 2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54



Olson Rug Co. Chicago, New York, San Francisco



### Number 7121—Without Border Number 7126—With Border

Standard SIZES	Old Material YOU SEND	Without Border	Border
9x12 ft.	about 42 lbs	\$2740	529 <u>45</u>
81/4x101/	2ft." <mark>35</mark> ."	2435	2620
6x9ft	21	1525	$16\frac{35}{2}$
4x63/4 ft		755	820
36x63 in	n	420	455
30x54 in	1" <b>4</b> ."	310	325

Other	Old Materi		With
SIZES	YOU SEN	D Border	Border
5x8 ft	about 15	lbs.\$11.30	\$12.10
6x6 ft		" 10.15	10.90
6x8 ft		" 13.45	14.50
7x7 ft		. " 13.85	14.90
7x9 ft	4 25	. ". 17.75	19.05
8x8 ft		. " 18.05	19.40
8x11 f	t		26.65
9x9 ft	"31		24.55
9x15 f	t "52		41.20
10x10	ft " 39		30.55
10x13	ft " 51	36.90	39.70
11x12	ft " . 51	37.50	40.30
11x14	ft " 60	43.75	47.05
	ft		55.00
	in"3		2.40
20212	A		

Above weights are  $\frac{1}{4}$  less than required. We add NEW WOOL to make up the difference at no extra charge.

For Special Size Rugs or Runners see page 54

SEAMLESS

REVERSIBLE



### Voque for Mulberry Continues to Grow

Never before have homes been so colorful, so attractive, so inviting. Modern women have discovered the invigorating magic of color; and leading decorators urge its use with frank sincerity. This glorious new shade of Mulberry will bring new inspiration to any room—and will transform dull rooms into cheerful, inviting ones. There is a feeling of quiet luxury and refinement about this rich color.

Standard SIZES 9x12 ft		LIST
	ft." <b>35</b> ."	
6x9 ft	"21 ."	1825
4x63/4 ft.	"10 ."	. 920
36x63 in		· 500
<b>30x54</b> in		360

### Also in the Following Widths by Any Length

These	Old Material	PRICE a
WIDTHS	SEND per	running
Only	running foot	foot
27 in. wide by an	y length 1 lb.	\$ .76
9 ft. wide by an	y length 31/2 lbs.	3.14
	A	

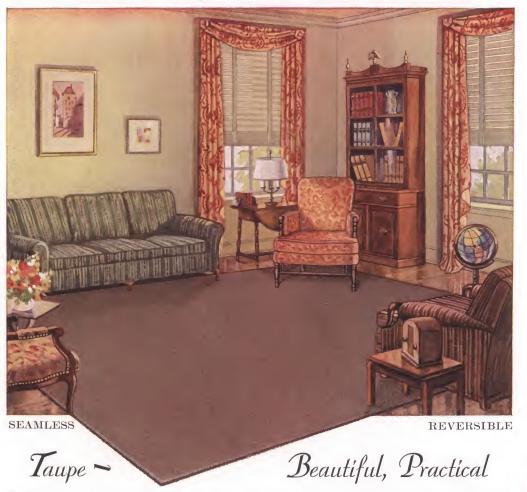
Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.

### Modern Elegance

This beautiful, new, allover pat-I tern rug is designed to bring elegance to your scheme of decoration. The graceful leaf pattern is worked out in rich tones of Copper, Chestnut Brown, Autumn Oak and Rust on a deep Raisin ground. Occasional small leaves in soft blended Reds and Greens enhance the regal pattern and accent the richness of the deeper ground tones. This rug is woven seamless with the same deeppiled nap and the same lovely pattern on both sides for double durability. It brings a magic touch of beauty to interiors of any style. Think of the distinction and comfort it will lend to your home thru the years.



Olson Rug Co. Chicago, New York, San Francisco



TAUPE is always distinctive—never commonplace. There is no more practical color for a rug. Stands abusive wear and always looks good—always cheerful, comfortable and charming. Taupe is appropriate for any room in the home—upstairs or down. Note how agreeably the broad expanse of Taupe harmonizes with the walls, drapes and furniture in the living room above. Picture this attractive rug in your own home. The nap is rich, deep and long-wearing and the same on both sides. Luxuriously soft underfoot. State clearly whether you want your rugs with a border or without.

#### Number 9021—Without Border Number 9026—With Border

Standard	Old Material	Without	With
SIZES	YOU SEND	Border	Border
9x12 ft.	about <b>42</b> lbs.	. \$2740	\$29 <u>45</u>
81/4x101/	ft" <b>35.</b> "	2435	26 <sup>20</sup>
6x9 ft	"21."	1525	$16^{35}$
4x63/4 ft		. 755	820
36x63 in	n" 6."	420	4 55
30x54 in	1 4	310	325

Other	Old Material	Without	With
SIZES	YOU SEND	Border	Borde
5x8 ft	about 15 lbs.	\$11.30	\$12.10
6x6 ft	"14"	19.15	10.90
6x8 ft	"19 "	13.45	14.50
7x9 ft	"25"	17.75	19.05
8x8 ft	"25"	18.05	19.40
8x11 ft	"34 "	24.75	26.65
9x9 ft	"31 "	22.75	24.55
9x15 ft	" <b>52</b> "	38.35	41.20
	"39 "		30.55
	"51 "		39.70
11x12 ft.	"51 "	37.50	40.30
	"60 "		47.05
	" <b>70</b> "		55.00
27x42 in		2.20	2.40

Above weights are  $\frac{1}{4}$  less than required. We add NEW WOOL to make up the difference at no extra charge.

#### For Special Size Rugs or Runners see page 54



Standard SIZES	YOU SEND	LIST
9x12 ft	about <b>42</b> lbs	\$3285
81/4x101/2	ft." <b>35</b> ."	2930
6x9 ft	"21."	1825
4x6¾ ft.	"10."	. 920
36x63 in	"6."	. 500
30x54 in		360

### Also in the Following Widths by Any Length These Old Material PRICE a

WIDTHS Only	SEND per running foot	running
	0	
	any length1	
	any length1 1/4	
	any length 21/4	
	any length 3 1/2	
11 it. wide by	any length4 1/4	ws 4.04

Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.

### Early American

TERE is a lovely, informal new de-H sign irresistible to those fond of Early American rugs. Deep and luxurious, it shows a charming, hooked-like floral pattern in rich shades of Copper Taupe, Brown and Red on a warm Taupe background. Gold, Terra Cotta, Green, and Black are effective accents. Tho Early American in inspiration, you may use this rug with furnishings of any type—so general is its appeal. It adds beauty and long-wearing comfort to any room—at a surprisingly low cost. Woven Seamless and Reversible for double wear and luxury underfoot.



Olson Rug Co. Chicago, New York, San Francisco





Standard SIZES	Old Material YOU SEND	PRICE LIST
9x12 ft	about 42 lbs	\$32 <u>85</u>
81/4×101/2	ft." <b>35</b> ."	2930
6x9 ft	"21."	. 1825
4x6¾ ft.	"10."	. 920
36x63 in	" 6 "	. 500
30x54 in		. 360

### Also in the Following Widths by Any Length

SEND per	ru	ICE a nning foot
y any length . 1	lb	\$ .76
y any length . 11/4	lbs	1.01
y any length 21/4	lbs	2.21
y any length 3 1/2	lbs	3.14
y any length 4 1/4	lbs	4.04
	SEND per running foot by any length. 1 by any length. 1½ y any length. 2½ y any length. 3½	SEND per running foot by any length. 1 lb by any length. 11/4 lbs

Above weights are ¼ less than required. We add NEW WOOL to make up the difference at no extra charge.

### Stunning Effect

In Deep Wine Reds

The colorful, deep-toned beauty of this distinguished looking reversible, broadloom rug will delight you. It is hard to imagine a richer background for other furnishings. It will bring deep-textured loveliness and the charm of simplicity to your rooms. The graceful leaf design has a handsome embossed effect found only in the most expensive rugs. A luxuriously soft, seamless, reversible rug that will give you double your money's worth.

### Number 4021—Without Border Number 4026—With Border

Old Material Without With

Standard

SIZES	YOU SEND	Border	Border
9x12 ft.	$.about {\color{red} 42} \ lbs.$	.\$2740	§29 <u>45</u>
81/4x101/	∕₂ft" <mark>35</mark> ."	. 2435	2620
6x9 ft	" <mark>21</mark> ."	. 1525	1635
4x63/4 ft		. 755	820
36x63 i	n" 6."	420	455
30x54 i	n" <b>4</b> ."	. 310	325
SIZES	Old Material YOU SEND	Without Border	Border
5x8 ft	about 15 lbs.	\$11.30 \$:	12.10
6x6 ft .	" 14 "	10.15	10.90
	" 19 "		L4.50
7x9 ft	"25 "	17.75	19.05
8x8 ft	" 25 "	18.05	
8x11 ft.	"34 "		
9x9 ft	"31 "		24 55

Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.

For Special Size Rugs or Runners see page 54

SEAMLESS

REVERSIBLE

40.30





### Grey Green ~ a Delight to the Eye

It is easy to understand why the popularity of Olson Reversible Broadloom rugs in plain colors becomes greater each year, for no lovelier background could possibly be found for furnishings of every type and period. One of the most widely chosen colors is this practical, restful, easy-to-live-with Grey Green. Note how the rug lends spaciousness. It has depth and richness of tone and weaving, a luxuriousness underfoot that is very appealing. We can give you any size you want—sizes you can't get elsewhere.

Olson Rug Co. Chicago, New York, San Francisco



### Rust - a Lovely, Warm Blend

Here is a beautiful, rich color effect that enjoys great popularity because of its warm beauty, its ability to stay fresh under the hardest wear, and the ease with which it may be used in various color schemes. See what a perfect background it makes for the furnishings in the attractive living room above. Its blend of soft, Rust tones forms a very pleasing pattern effect. This rug is practical for rooms where there is much traffic—or in homes where there are growing children. Woven seamless and reversible for double wear and luxury, it will give you years of perfect satisfaction and service.

Olson Rug Co. Chicago, New York, San Francisco

### Number 2126—With Border Number 2121—Without

Standard SIZES	Old Material YOU SEND	Without Border	Border
9x12 ft.	about 42 lbs	\$2740	2945
$8^{1/4} \times 10^{1/4}$	½ ft. " 35. "	2435	26 <sup>20</sup>
6x9ft	"21."	15 <sup>25</sup>	$16^{\frac{35}{2}}$
4x63/4 ft	"10."	7 55	820
36x63 in	n" <b>6</b> ."	420	455
30x54 in	n" <b>4</b> ."	310	325

	Old Material YOU SEND		With Border
5x8 ft	about 15 lbs	\$11.30	\$12.10
6x6 ft		10.15	10.90
6x8 ft		13.45	14.50
	" 25 ".		19.05
			19.40
	"34 "		26.65
	"31".		24.55
	"52 "		41.20
	t" <b>39</b> "		30.55
	t" <b>51</b> "		39.70
	t" <b>51</b> "		40.30
	t" <b>60</b> "		47.05
	t" <b>70</b> "		55.00
27x42 i	n" <mark>3</mark> "	2.20	2.40
	A		

Above weights are ½ less than required. We add **NEW WOOL** to make up the difference at no extra charge.

For Special Size Rugs or Runners see page 54



Standard SIZES	Old Material YOU SEND	
9x12 ft	about 42 lbs.	\$3285
$8\frac{1}{4}$ x $10\frac{1}{2}$	ft."35."	. 2930
6x9 ft		. 1825
4x63/4 ft.		. 920
36x63 in.		. 500
30x54 in.		. 360

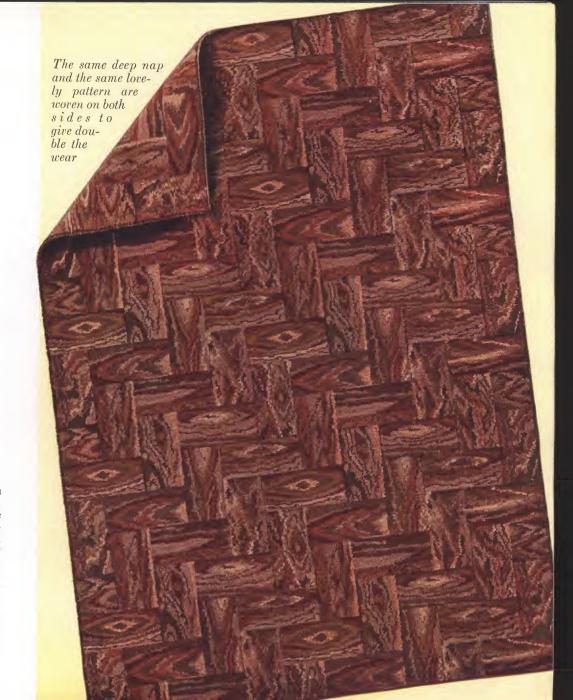
### Also in the Following Widths by Any Length

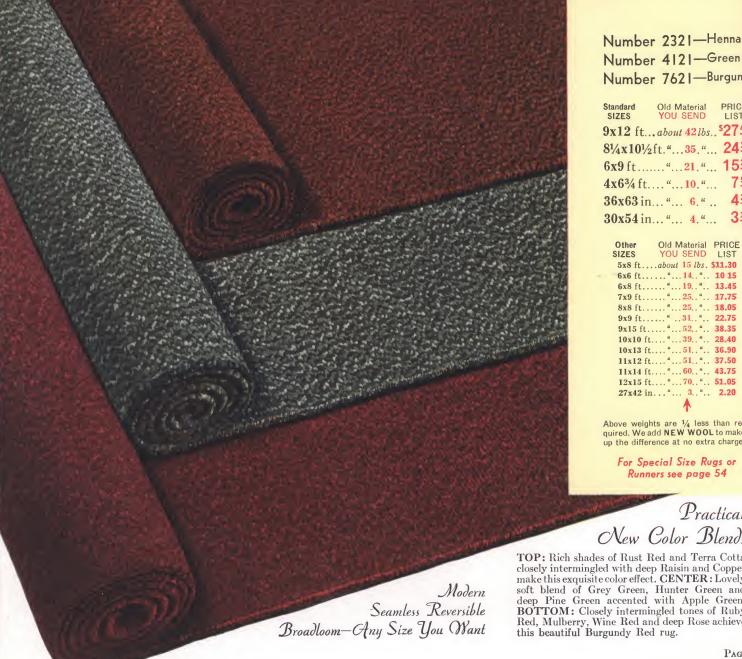
	, , , , , , , , , , , , , , , , , , , ,
These	Old Material PRICE a
WIDTHS	SEND per running
Only	running foot foot
27 in. wide by	any length1 lb \$ .76
36 in. wide by	any length 1 1/4 lbs 1.01
	any length. 2 lbs 1.84
7 ft. wide by	any length. 23/4 lbs 2.57
9 ft. wide by	any length. 3 1/2 lbs 3.14
11 ft. wide by	any length. 41/4 lbs 4.04
12 ft. wide by	any length . A 3/4 lbs 4.19
14 ft. wide by	any length. 5 1/2 lbs 5.15
	A

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE,

### Modern Design In Wood Tones

The modern American influence in rug design has definitely arrived. In this charmingly different rug, we have taken some of the striking features of modern design and combined them with the sturdy charm of Early American hand-woven effects. The result is a rug that may well be used with any type of furniture, and in a room of any period from Early American to a modern interior. The mellow beauty of a richly grained parquet floor is reproduced by a careful blending of various tones of taupe, brown, rust, beige, ecru, oak and tan.





Number 4121-Green Number 7621—Burgundy

Old Material PRICE 9x12 ft... about 42 lbs. \$2740 81/4x101/2ft."...35."... 2435 4x63/4 ft...."...10."... 755 36x63 in... "... 6." .. 420 30x54 in... "... 4. "... 310

> Old Material PRICE YOU SEND LIST 5x8 ft ... about 15 lbs. \$11.30 6x6 ft...... "... 14.. "... 10 15 6x8 ft..... "... 19.. ".. 13.45 7x9 ft...... "... 25.. ".. 17.75 8x8 ft...... "... 25.. ".. 18.05 9x9 ft..... "... 31.. "... 22.75 9x15 ft..... "... 52.. ".. 38.35 10x10 ft.... "... 39.. ".. 28.40 10x13 ft.... "... 51.. ".. 36.90 11x12 ft.... "... 51.. ".. 37.50 11x14 ft.... "... 60.. ".. 43.75 12x15 ft.... "... 70.. ".. 51.05 27x42 in..."... 3..".. 2.20

Above weights are 1/4 less than reguired. We add NEW WOOL to make up the difference at no extra charge.

> For Special Size Rugs or Runners see page 54

Practical New Color Blends

TOP: Rich shades of Rust Red and Terra Cotta closely intermingled with deep Raisin and Copper make this exquisite color effect. CENTER: Lovely soft blend of Grey Green, Hunter Green and deep Pine Green accented with Apple Green. BOTTOM: Closely intermingled tones of Ruby Red, Mulberry, Wine Red and deep Rose achieve

### A Rich Effect in Two Shades of Taupe

A HANDSOME rug in several shades of a rich, warm Taupe perfectly adapted to rooms of any period. Note how admirably it blends into the charming living room below. We recommend one and two tone rugs for rich simplicity and harmony, qualities so desired today. As you walk across this rug you have that pleasing sensation of sinking luxuriously into a thick, firm pile fabric. Our factory-to-you prices mean a big saving. Satisfaction guaranteed.

SEAMLESS REVERSIBLE BROADLOOM

### Number 3021

SIZES	Old Material YOU SEND	LIST
9x12 ft.	.about 42lbs.	.\$2740
81/4x101/	½ft" 35,"	. 2435
6x9 ft	" 21, "	. 1525
4x63/4 ft	" 10. "	. 755
36x63 in	n 6	. 420
30x54 in	1 4	. 310

Other SIZES	Old Material PRICE YOU SEND LIST
5x8 ft	.about 15 lbs. \$11.30
6x6 ft	" 14 " 10.15
6x8 ft	"19 " 13.45
7x7 ft	" 19 " 13.85
7x9 ft	"25" 17.75
	"25" 18.05
	"31" 22.75
	"52" <b>38.35</b>
10x10 ft	"39" 28.40
10x13 ft	"51 ." 36.90
	"70" <b>51.05</b>
27x42 in	" 3" 2.20
	A

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54



Olson Rug Co. Chicago, New York, San Francisco



Standard SIZES	Old Material YOU SEND	
9x12 ft	about 42lbs	\$2740
81/4x101/2	ft" <b>35.</b> "	2435
6x9 ft	"21."	15 <sup>25</sup>
4x6¾ ft.		7 55
36x63 in	6	420
<b>30x54</b> in	4	310

Old Material PRICE

Otner	Old IV	laterial	PRICE
SIZES	YOU	SEND	LIST
5x8 ft	abou	t 15 lbs	. \$11.30
6x8 ft	" .	19 ".	. 13.45
7x9 ft	" .	25 "	. 17.75
8x8 ft	٠	25 ".	. 18.05
8x11 ft.	" .	34 ".	. 24.75
9x9 ft	" .	31 ".	. 22.75
9x15 ft.	" .	52 ".	. 38.35
10x10 ft		39 ".	. 28.40
10x13 ft		51 ".	. 36.90
11x12 ft		51".	. 37.50
11x14 ft		60".	43.75
12x15 ft		70".	. 51.05
27x42 ii	1".	3 "	. 2.20

Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.

For Special Size Rugs or Runners see page 54

SEAMLESS REVERSIBLE

### New Dark Taupe - Decidedly Modern, Serviceable

You just know that the occupants of this attractive restful room are people of good taste and refinement. How harmoniously the walls, drapes, furniture and rugs have been brought together. No wonder leading decorators and women of taste are so enthusiastic in their endorsement of this rich, new shade of Taupe. A color that

will not show soil. A small colorful rug in front of a chair or davenport adds a decorative note. Not only will this exquisite color lend itself admirably to varied furniture and color schemes, but it will stand up under the most severe wear without losing its richness. For dark rooms we suggest the lighter Taupe shown on page eighteen.

#### Standard Old Material PRICE SIZES YOU SEND 9x12 ft....about 42 lbs....\$3285 81/4x101/2 ft. "...35 ".... 2930 4x63/4 ft...."...10.".... 920 36x63 in..."... 6.".... 500 30x54 in...."... 4.".... 360 Other Old Material PRICE SIZES YOU SEND LIST 11x12 ft.....about 51 lbs .... \$44.95 RUNNER 27 in.x9 ft..... 8.. ".... 6.85

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

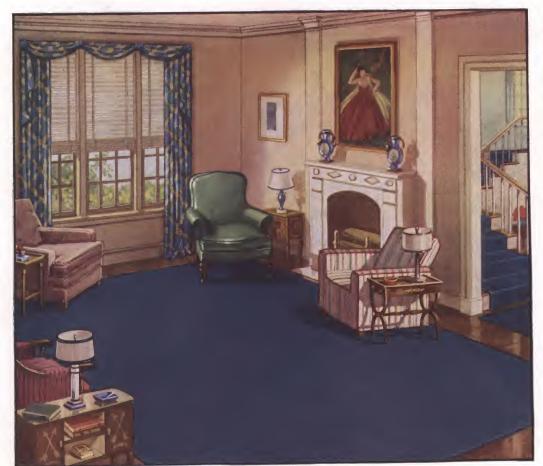
This pattern is made only in the sizes shown above

### Persian Design

Persian pattern is today a treasured museum possession. You will love its permanent lustre-woven beauty. The same on both sides. Seamless. Especially rich in Persian designs and colorings that represent the preferences of a large number of rug lovers. The border is relieved by well defined units of colorful ornament, while the high-lighted rose tones in the field are an ideal setting for the lovely colors in the intricate design.

### AN EXQUISITE DESIGN-CENTURIES OLD





### Number 1021—Without Border Number 1026—With Border

SIZES	Old Material YOU SEND	Border	Border
	about 42 lbs.		
8½x10½	ft" <b>35</b> .".	2435	26 <sup>20</sup>
6x9 ft	" <b>21</b> .".	.1525	1635
	" <b>10</b> .".		
			455
30x54 in		0.10	325

OH A Late LACA	ut With
Other Old Material Witho	
SIZES YOU SEND Borde	r Border
5x8 ftabout 15 lbs .\$11.30	\$12.10
6x6 ft	10.90
6x8 ft	14.50
7x9 ft	19.05
8x8 ft	19.40
8x11 ft "34 " 24.75	26.65
9x9 ft	24.55
9x15 ft"52" 38.35	
10x10 ft "39 " 28.40	30.55
10x13 ft "51 " 36.90	
11x12 ft "51 " 37.50	
11x14 ft "60 " 43.75	
12x15 ft "70 " 51.0	
27x42 in" 3" 2.20	2.40
A	

Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.

For Special Size Rugs or Runners see page 54

SEAMLESS REVERSIBLE



### No Wonder Blue is so Popular

PERHAPS no other color, with the exception of Taupe, has won such popularity in years as the soft, rich, new Blue shown above. This is the harmonious new Blue that all women are so enthusiastic about because it blends with so many decorating schemes and is a practical color. Color is the secret of beautiful rooms. You will be delighted with the change this rich color will make—a sure cure for monotony. State clearly whether you want your rug with border or without.

Olson Rug Co. Chicago, New York, San Francisco

Typical Letters from Customers

TELL WHY OLSON RUGS ARE USED IN OVER 2,000,000 HOMES



### "To Say I'm Delighted is Putting it Mildly"

"Recently I ordered two rugs from you and to say that I am delighted with them is putting it very mildly. The workmanship is of the best and the delightful colors are a joy to behold. Your splendid cooperation with and courtesy to your customers; no matter how small the amount of their orders, is much to be appreciated. It is a pleasure to deal with people of your calibre."

Mrs. F. E. Thayer, Woodsville, N. H.

### "Olson Rugs in Every Room but One"

"I have been wanting to tell you how pleased I am with the Olson Rug I recently received. I really think it is the prettiest one I have ever owned. My house has Olson Rugs in every room but one, and I am going to get one there next. Many of my friends have called to see these rugs and I know of several who have ordered just from seeing them. Thank you for your prompt and courteous service."

Mrs. H. H. Schultz, Tippecanoe City, O.

(Below) The comfortable living room in the Schultz home.





#### "More Than Pleased"

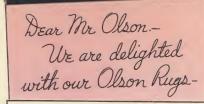
"We are more than pleased with our new Olson Rug. In it we feel we have one which will give us years of service. We are glad we dealt with a reputable house."

Mrs. D. R. Stevenson, Lodi, Wis.

#### "Thank You For Promptness"

"I have received my five Olson Rugs and am very pleased. I'm sure they'll be most satisfactory. Thank you so much for your courtesy and promptness."

Mrs. Calvin Edler, New Springfield, O.



#### Friends are Enthusiastic

"To say I am delighted expresses my enthusiasm feebly. I can't believe there was enough material for the four extra throw rugs. I'd have considered myself lucky to find two. My friends are enthusiastic and three of them plan to send you their old rugs and materials."

Mrs. F. G. Wamsley, Clarksville, Ia.





"MARY, you're a wonder to get these fine rugs — and to think you saved almost *Half* the money we planned to spend."

"Thank you, JOHN. Aren't they lovely — so deep and soft and rich looking. And the best part is they're *Reversible*. It's like getting *Two* rugs in *One*."

## No Other Rugs Off

### • HERE ARE 17

- 1 You Furnish Materials thus saving a large part of the cost of your rugs.
- 2 You Deal Direct With Factory which means YOU eliminate wholesalers, jobbers and retailers profits, expenses, rents, salesmen's salaries, etc.—a big saving.
- **3** You Order By Mail direct from the great Olson factory, the most economical method of buying ever devised. In the quiet of your home, undisturbed by over-anxious salesmen, you can leisurely select the rugs best suited to the furnishings in your home.
- 4 Two Rugs in One. When one side is worn you have another fresh, new, deep nap surface on the other side with colors and patterns undimmed by use. Don't be misled by such advertisements as "Woven through to the back"—this does not mean "Reversible."
- 5 You Can Turn Olson Rugs four different ways to distribute the wear; ordinary one-sided rugs can be turned around only once. Think of the added wear.
- 6 Twice As Soft Underfoot. A reversible Olson Rug is soft and quiet underfoot—thrilling luxury.
- 7 No Pads Are Needed. The added expense of a pad, so necessary when you buy thin, ordinary one-sided rugs, is now unnecessary because the under surface of an Olson Rug is actually BETTER than any pad.
- 8 They Are Closely and Firmly Woven with plenty of body to make them lay smooth and flat without the need of a lot of glue sizing on the back. An Olson Rug is all rug. An Olson Rug is easy to clean.

### TRY-AMERICA'S FINE

## er You So Much for So Little

### EASONS WHY .

- 9 As Easy to Handle as a Wilton and the wool is all woven into the nap or wearing surface and not buried in the back where it only adds weight.
- 10 Woven Seamless in one piece up to 16 feet in width. Nounsightly seams to wear threadbare prematurely.
- 11 Richer Textured Weave than you will find in store rugs at twice the price.
- 12 Fast, Permanent Dyes that retain their beauty to the last. Our process renders all rugs moth-proof.
- 13 The Yarns Are Double Twisted by our special Olson Process to insure a wearing surface that will withstand many more years of wear.
- 14 Widest Selection of Colors and Patterns. Complete display of all the smart new effects. Exclusive patterns, colors and blends impossible to find in stores.
- 15 Special and Large Sizes made to your order in 10 days to fit any room—a service you cannot find in any store. No need to put up with misfit rugs.
- 16 Satisfaction Guaranteed or money back. A guarantee proudly fulfilled for 64 years. Every rug carefully inspected and guaranteed perfect.
- 17 Over Half a Century of Experience as rug manufacturers. Sixty-four years of constant improvements. An organization of "rug specialists" that have also faithfully served the mothers and grandmothers of the present generation.



T LOW PRICED RUGS-AT OUR RISK



You do not risk one penny...

OLSON GUARANTEE-**FAMOUS FOR** 64 YEARS-STANDS THE GUARANTEE OF THE NATION'S LEADING MAGAZINES

Through the pages of the nation's great magazines, OLSON Rugs have been a household word for over half a century.

### The GUARANTEE of WOMAN'S WORLD Magazine to Its Readers

"We stand back of every advertisement appearing in WOMAN'S WORLD.

"We guarantee these advertisements because we believe advertised goods offer you fullest protection, highest quality and more service.

"We will refund your money if you are not satisfied with the value received or treatment given by any advertiser in WOMAN'S WORLD."

#### NEEDLECRAFT

"All advertisements in Needlecraft Magazine are absolutely guaranteed if we are notified within three months of the purchase that the goods are not as represented."

#### Woman's Home Companion

"The appearance of an advertisement in Woman's Home Companion is a specific warrantee of the product advertised and of the integrity of the house sponsoring the advertisement. Only those products which live up to the claims made for them can be advertised in these pages."

#### FARMER'S WIFE

"The publishers do not accept advertisements without satisfactory proof of the reliability of the advertisers. If any subscriber sustains loss by being imposed upon by advertisers in our columns, the publishers agree to make good such loss, providing the FARMER'S WIFE was mentioned in writing the advertiser and report of loss was made within twenty days, if it is found the advertiser did not have good commercial standing when advertising was accepted."

#### Good Housekeeping

"YOUR GUARANTY-GOOD HOUSE-KEEPING'S policy is to make its advertising pages a thoroughly reliable and trustworthy source of information.

"Before it accepts the advertising of any product, Good Housekeeping carefully investigates its merit . . . GOOD HOUSEKEEPING, further, examines every advertisement offered to it for publication and makes every effort to assure itself that essential claims are justified.

AND THIS IS YOUR GUARANTY: If you purchase any product advertised in GOOD HOUSEKEEPING and find it unsatisfactory, we will carefully investigate your complaint. If the product is defective it will be replaced or your money refunded. This guaranty applies to every product, . . . that is advertised in Good Housekeeping."

#### MCCALL'S

"TRUTH IN ADVERTISING-McCall's will not knowingly insert advertisements from other than reliable firms."

We print here only a few of the many magazines used.

Standard SIZES	Old Material YOU SEND	PRICE LIST
9x12 ft	about 42 lbs.	\$3285
81/4 x 101/2	ft." <mark>35</mark> . "	.2930
<b>6x9</b> ft		.1825
4x63/4 ft.		. 920
<b>36x63</b> in		. 500
<b>30x54</b> in		360

 Other
 Old Material YOU SEND
 PRICE LIST

 11x13 ft...about 53 lbs.
 .\$48.70

 9x15 ft...452...4600
 ...46.00

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

## A Masterpiece of Oriental Loveliness

TERE is one of those rich Persian Here is one or those then designs that possesses all the beauty and splendor of a priceless handmade Sarouk. Adapted from a century-old masterpiece, our artists have reproduced the graceful, balanced floral design and colors with remarkable fidelity The ground is a deep, rich wine red for which Sarouks have been famous for generations. Soft colors carry out the delicacy of design so characteristic of genuine Sarouk Orientals. Woven Seamless and Reversible with the same exquisite pattern and rich-textured. deep nap on both sides for double the wear and luxury underfoot. Here is lasting Persian luxury that cannot be duplicated at double the price shown here.



Olson Rug Co. Chicago, New York, San Francisco



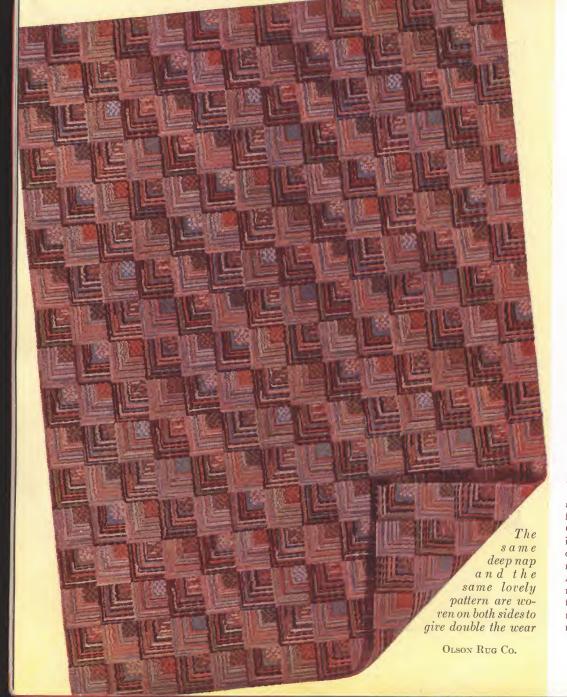
### Also in the Following Widths by Any Length

These	Old Material	PRICE a
WIDTHS	SEND per	running
Only	running foot	foot
27 in. wid	le by any length 1	lb \$ .76
36 in. wia	le by any length 1 1/2	lbs 1.01
4 ft. wid	le by any length 11/2	lbs 1.47
5 ft. wid	e by any length 2	lbs 1.84
6 ft. wid	e by any length 2 1/2	lbs 2.21
7 ft. wid	le by any length 23/4	lbs 2.57
8 ft. wid	le by any length3	lbs 2.94
9 ft. wid	e by any length 31/4	lbs 3.14
10 ft. wid	e by any length4	lbs 3.68
11 ft. wid	e by any length . 4 1/4	lbs 4.04
12 ft. wid	e by any length 43/4	lbs 4.19
14 ft. wid	e by any length51/2	lbs 5.15

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

### A Great Favorite

This delightful Early American pattern with its exquisite blend of colors gives an effect so fresh and appealing that we feel you, too, will find it irresistible. Customers everywhere are enthusiastic in their praise of this unusual and wholly charming rug. A great variety of colors make it equally at home in an Early American setting as well as rooms of mixed periods. Here's a sure tonic for that tired room, for nothing is more truly modern today than Early American. Every rug is woven Seamless and Reversible.



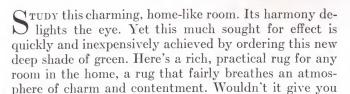
Old Material PRICE SIZES YOU SEND LIST 5x8 ft.... about 15 lbs. \$11.30 6x8 ft....."...19.. "... 13.45 7x7 ft....."...19.. "... 13.85 8x11 ft..... "...34.. ".. 24.75 9x15 ft....."...52...".. 38.35 10x10 ft.... "... 39 .. ".. 28.40 10x13 ft.... "...51... ".. 36.90 11x12 ft.... "...51.. ".. 37.50 11x14 ft...."...60...".. 43.75 12x15 ft...."...70...".. 51.05 27x42 in..."... 3...".. 2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

# Hunter Green

SEAMLESS REVERSIBLE



an infinite amount of pleasure to spend a few of your leisure hours each day in surroundings of this kind? A rug that will work a sure cure for monotony. A rug you can live with year after year. The rich texture gives no hint of the great saving. The soft, deep nap on both sides yields luxuriously underfoot. Double the wear.





Old Material PRICE YOU SEND LIST 5x8 ft....about 15 lbs.\$11.30 6x6 ft..... "...14.. ".. 10.15 6x8 ft...... "...19.. ".. 13.45 7x9 ft...... "...25.. ".. 17.75 8x8 ft..... "...25.. ".. 18.05 8x11 ft..... "...34.. ".. 24.75 9x9 ft....."...31.. ".. 22.75 9x15 ft..... "...52.. ".. 38.35 10x10 ft.... "...39.. ".. 28.40 10x13 ft.... "...51.. ".. 36.90 11x12 ft.... "...51 .. ".. 37.50 11x14 ft.... "...60 .. ".. 43.75 12x12 ft.... "...56 .. ".. 40.90 12x14 ft.... "...65.. ".. 47.70 27x42 in . . . " . . . 3 . . " . . 2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

Rose ~ a lovely, two-tone Blend

SEAMLESS REVERSIBLE

Daintiness reigns in this charming bedroom. Bedrooms have come into their own at last. And properly so, for one's bedroom is the one room each member of the family can call his

or her very own. Here, preferences may be expressed freely. Observe how great a part the rich, soft, Rose rug plays in the decorative effect. Just picture this lovely rug in your own home.

	Old Material YOU SEND	
9x12 ft	about <b>42</b> lbs	\$3285
81/4x101/2	ft." <b>35</b> ."	2930
6x9 ft	" <b>21</b> ."	1825
4x6¾ ft.	" <b>10</b> ."	. 920
36x63 in		500
30x54 in		360

# Also in the Following Widths by Any Length

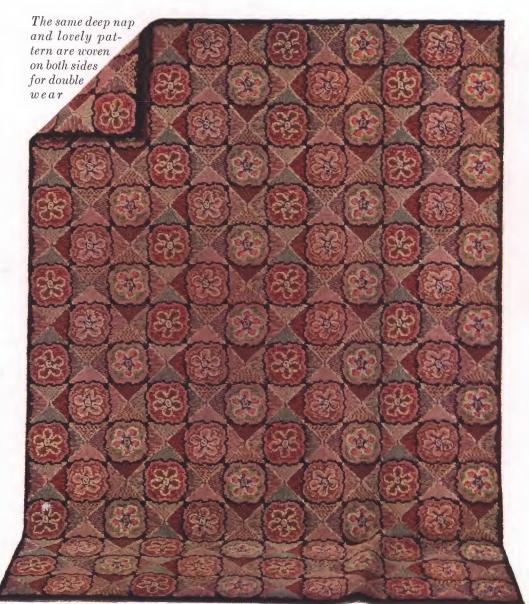
These WIDTHS Only	Old Material SEND per running foot	running
27 in. wide by any 9 ft. wide by any	length1 length3½ length3½	b\$ .76 bs 3.14

Above weights are  $\frac{1}{4}$  less than required. We add NEW WOOL to make up the difference at no extra charge.

This pattern is made only in the sizes shown above

# Early American

W<sup>E</sup> are proud to offer this lovely, authentic Early American design as another contribution to that delightful vogue that is sweeping the country. The soft shades of taupe, tan, rust, terra cotta and ecru, accented with pastel greens, form a splendid foundation for any color scheme—colors that are sure to find an answering accent in your present decorating plan. The variety of blending colors make it equally at home in an Early American setting as well as rooms of mixed periods. Here is a sure tonic for that tired room. For nothing is more truly modern today than Early American. A luxuriously deep-textured rug that is woven seamless and reversible.



Olson Rug Co. Chicago, New York, San Francisco





Standard SIZES	Old Material YOU SEND	PRICE LIST
9x12 ft	about <b>42</b> lbs.	\$3285
81/4x101/2	ft." <b>35</b> ."	2930
6x9 ft	"21."	1825
4x63/4 ft.		. 920
36x63 in	6."	500
30x54 in		. 360

# Also in the Following Widths by Any Length

These WIDTHS SEND per running foot foot

36 in. wide by any length. 11/4 lb....\$1.01
9ft. wide by any length. 31/2 lbs.... 3.14
11 ft. wide by any length. 41/4 lbs.... 4.04

Above weights are 1/4 less than required. We add **NEW WOOL** to make up the difference at no extra charge.

SEAMLESS

REVERSIBLE

DECORATING editors of many magazines including Good Housekeeping, delineator, child life, and country home have chosen this rich rug for model rooms and exhibition homes.

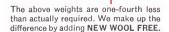
# Design of Rich Simplicity in Warm Taupes and Browns

TODAY'S demand for smartness, simplicity, durability and luxury makes this fashionable new plaid rug one of our most popular patterns. The background is soft, warm Rose Taupe crossed at intervals by bands of a deeper tone. Accents of Ecru and Walnut Brown, with touches of deep Chocolate Brown, give life to the en-

tire pattern. Imagine what the smart beauty of this Seamless, Reversible deep-pile rug will do for your home! No matter whether your decorative scheme is Modern, Early American or "No Period" like the room above, this rug is sure to make your rooms models of good taste and practicality at a real saving in money.

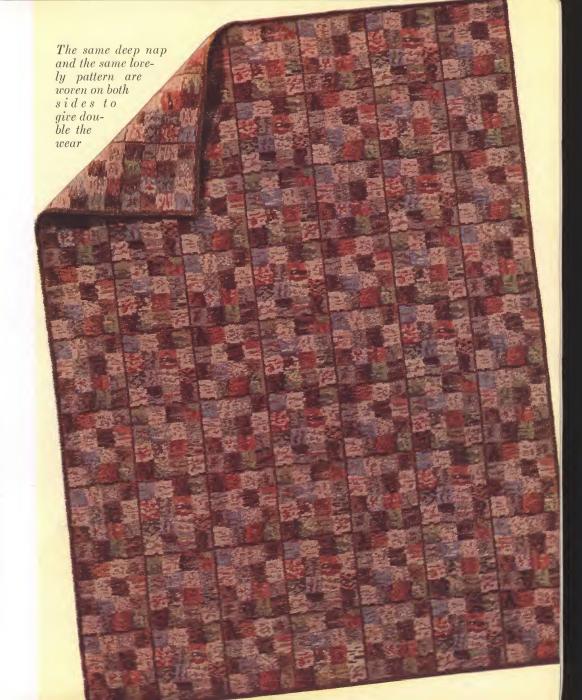
### Also in the Following Widths by Any Length

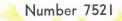
These WIDTHS SEND per running foot 70 ft. wide by any length. 31/2 lbs...3.14



# Early American

THERE is a charm about things Larly American to which nearly everyone sooner or later succumbs. "The tremendous popularity of Early American continues," writes the Decorating Editor of the Ladies' Home Journal magazine. There is something so homey, refreshingly gay, friendly and typically American about this sturdy style. Can't you just picture the charm of this practical Early American rug in your home, with its rich, soft colors? And its deep piled texture will bring authentic Early American character to your home. A modern tonic for any room in the home. Every rug is woven seamless, reversible.







Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

SEAMLESS REVERSIBLE BROADLOOM

What could be more practical for any room where hard wear is expected than this luxurious, all-purpose figured rug? A two-tone blend in the soft new Copper Taupe shades so harmoniously restful, so delightfully different, that

it presents an entirely new idea in planning your decorating schemes. A distinctive, rich textured rug that will bring personality, hospitality and good taste to your dining room, living room or bedrooms. Made without border only, as shown. The key to modern decorating is simplicity.

Standard SIZES	Old Material YOU SEND	
9x12 ft	.about 42 lbs.	\$3285
81/4x101/2	ft." <b>35".</b>	2930
6x9 ft		1825
4x63/4 ft		920
SIZES 10x10 ft 11x12 ft	Old Material YOU SEND about 39 lbs	LIST \$34.05 . 44.95
11x13½ tt. 11x15 ft RUNNERS		50.65 56.30
27 in. x 9 ft	ft"8" ft"11"	6.85 9.10
Above weigh	hts are one-fo	urth less

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

# Rich, Practical

A NEW Olson creation in one of the loveliest Oriental designs. Here are colors that will enchant you—reproduced with startling fidelity from a priceless hand-woven Persian rug. The rich background of Taupe offers a most effective contrast to the soft shades of blue, rose, old gold and green in the rich design. Woven without seams with the same deep-textured design on both sides—two rugs in one. Luxuriously soft underfoot like a high priced Wilton rug.

### GRACEFUL PATTERN IN BEST PERSIAN TRADITION



Olson Rug Co. Chicago, New York, San Francisco

### FAMOUS 16TH CENTURY ORIENTAL DESIGN



### Number 12222

	Old Material YOU SEND	
9x12 ft	about 42 lbs	\$3285
81/4x101/2	ft." <b>35</b> . "	2930
6x9 ft		1825
4x63/4 ft.	"10 . "	920
36x63 in		500
<b>30x54</b> in		3 60

Other	Old Material	PRICE
SIZES	YOU SEND	LIST
9x15 ft	about 52 lbs	\$46.00
11x15 ft	" 64 "	. 56.30
RUNNERS		
27 in.x9 ft.		. 6.85



The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

# Persian Beauty

This exquisite pattern with its wealth of soft, blending Persian colors, will impart a world of character to any room in your home. The field is of midnight blue upon which are woven intricate Persian traceries and rich arabesques faithfully reproduced from a famous 16th Century Oriental. The border is a deep Chinese red. Here is rich-textured luxury at a sensational saving. Woven Seamless and Reversible to give double wear.

Old Material

YOU SEND

Standard

SIZES

PRICE

LIST

9x12 ftabout 42 lbs \$2740
8½x10½ft"35." 2435
6x9ft"21." 15 <sup>25</sup>
4x6 <sup>3</sup> / <sub>4</sub> ft"10." 7 <sup>55</sup>
36x63 in 6 420
30x54 in 4 310
Other SIZES YOU SEND LIST 5x8 ftabout 15 lbs \$11.30 6x8 ftabout 15 lbs \$11.30 6x8 ftabout 15 lbs

Above weights are one-fourth less than required. We make up difference by adding **NEW WOOL FREE**.

10x13 ft..."...51..".. 36.90 11x12 ft..."...51..".. 37.50 11x14 ft..."...60..". 43.75 12x15 ft..."..70..". 51.05 27x42 in...".3..". 2.20

### For Special Size Rugs or Runners see page 54

SEAMLESS REVERSIBLE



Note how much colorful interest the rug adds to this friendly, mellow room with its sturdy Jacobean furnishings.

# Royal Red - A Magnificent, Regal Color

Can't you just picture the transformation that this beautiful, deep red rug will make in your dining room, living room, library or entrance hall? A fashionable, plain-toned rug that will bring richness, warmth and a feeling of luxury to the most expensively furnished interior—and give a spacious, distinguished air to even your

most unpretentious room. A sturdy, rich-textured, deepnapped rug that yields luxuriously underfoot. A rug that is woven seamless and reversible to give added years of wear for the much used room. I urge you to order this rug—you will not be disappointed. Here is lasting rug beauty and luxury at a remarkable saving in money.



Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

# SEAMLESS REVERSIBLE All Purpose Taupe and Green

This inviting all-year-round sun room could easily become the most popular room in the home—for it combines comfort, fresh colorful beauty, cheeriness and up-to-dateness. Try to picture this livable room without the rug and you will realize the important part this Olson Rug plays in the charm of this interior. It is a lux-uriously soft, deep-napped reversible rug in which two

of nature's most practical colors, green and taupe, have been blended—restful colors appropriate in any room. Note how perfectly the rug harmonizes. The vogue today is one of rich simplicity, which endows furnishings of an older period with new charm. Many a commonplace room needs only the magic of a colorful, modern Olson Rug like this to become a setting of rare charm.

Number 5121—Top Rug Number 1321—Center Rug Number 5621—Bottom Rug

 Standard SIZES
 Old Material YOU SEND
 PRICE LIST

 9x12 ft...about 42 lbs.
 \$2740

 8½x10½ft...a5...
 2435

 6x9 ft.......
 10......
 755

 36x63 in......
 6.....
 420

 30x54 in......
 3.....
 3.....

Other Old Material PRICE YOU SEND LIST SIZES 5x8 ft ... about 15 lbs. \$11.30 6x6 ft...... "...14 ... "... 10.15 6x8 ft...... "...19 .. ".. 13.45 7x9 ft...... "...25 .. "... 17.75 8x8 ft...... "...25 .. ".. 18.05 9x9 ft..... " .. 31 .. " .. 22.75 9x15 ft..... "...52.. "... 38.35 10x10 ft.... "...39.. ".. 28.40 10x13 ft.... "...51 .. ".. 36.90 11x12 ft.... "...51 .. ".. 37.50 11x14 ft.... "...60 .. ".. 43.75 12x15 ft.... "...70 .. ".. 51.05 27x42 in..."... 3.. ".. 2.20

Above weights are ½ less than required. We add NEW WOOL to make up the difference at no extra charge.

For Special Size Rugs or Runners see page 54

### New Color Blends

What could be more practical for any room where hard wear is expected than these luxurious, all purpose, figured rugs. Blends so harmonious, so delightfully different, that they present an entirely new idea in planning your decorating schemes. Woven without border only, as shown.

PAGE 41





THERE is an air of spaciousness and harmony in this friendly, livable room that has been achieved by the choice of a plain toned Cedar Rust rug that covers most of the floor to within a foot of the walls. Seldom have we seen a more delightful or more practical rug color. How beautifully it blends into this pleasant room. Can't you just picture this serviceable rug in your living room—dining room—yes, your bedroom or hall? State clearly whether you want your rugs with border or without.

### Number 2721—Without Border Number 2726—With Border

	Old Material YOU SEND		
9x12ft	about 42 lbs.	\$2740	\$29 <u>45</u>
81/4x101/	2ft"35."	. 2435	2620
6x9 ft		. 1525	1635
4x63/4 ft	"10."	. 755	820
<b>36x63</b> in	1	4 20	455
<b>30x54</b> in	1" <b>4</b> ."	. 310	325

	Old Material YOU SEND		With Border
5x8 ft	about 15 lbs.	\$11.30	\$12.10
6x6 ft		. 10.15	10.90
6x8 ft		. 13.45	14.50
7x9 ft	" 25 "	. 17.75	19.05
8x8 ft	"25"	. 18.05	19.40
8x11 ft.	" 34 "	. 24.75	26.65
9x9 ft	"31"	. 22.75	24.55
9x15 ft.	" 52 ".	. 38.35	41.20
10x10 ft	"39 .".	. 28.40	30.55
10x13 ft	"51 ".	. 36.90	39.70
11x12 ft		. 37.50	40.30
11x14 ft	" 60 ".	. 43.75	47.05
12x15 ft.		51.05	55.00
27x42 in	" 3 ".	2.20	2.40
	<b>A</b>		

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

### For Special Size Rugs or Runners see page 54



	Old Material	PRICE
SIZES	YOU SEND	LIST
<b>9x12</b> ft.	about 42 lbs.	.\$3285
81/4x101/5	ft. "35."	2930
6x9 ft		1825
4x63/4 ft		920
36x63 i	n" 6."	500
30x54 is	n" <b>4</b> ."	3 60
Other	Old Material	PRICE LIST
SIZES	YOU SEND	LIGI
11x12 ft	about 51lbs	44.95
	<b>A</b>	
	1	

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.** 

This pattern is made only in the sizes shown above

# Chinese Motif

This beautiful rug will bring to your home at small cost, all the soft, rich beauty of design and coloring of one of the most fascinating Chinese Oriental masterpieces. This distinguished new design was first shown in our exhibits at the World's Fair and won instantaneous success. A rug that will bring fresh new charm to any room. The field is in the popular new Rust shade set off with a handsome green border. The lustrous, high-lighted effect is permanently woven in. Every rug Seamless and Reversible.



Olson Rug Co. Chicago, New York, San Francisco



Old Material YOU SEND	LIST
it."35."	29
"21."	182
	92
	59
	36
Old Material	PRICE
YOU SEND	LIST
about 52 lbs	\$46.00
" 51 . "	44.95
58	50.65
A	
	YOU SEND .about 42 lbs. ft."35.""21.""6.""4."

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

# Modern Design

In this charmingly different rug, we have taken some of the striking features of modern design and combined them with the charm of Early American hand-woven effects. The result is a rug that may well be used with any type of furniture, and in a room of any period from Early American to a modern interior. Simplicity and a dramatic use of diagonal block design, mellowed by a careful blending of various tones of taupe, brown, rust, biege, ecru and sage green, give it great distinction as well as practicality. The pile is deep and luxurious on both sides. Every rug seamless and reversible.

Standard SIZES	YOU SEND	PRICE LIST
9x12 ft.	about 42 lbs	\$2945
81/4x101/2	ft" <b>35</b> ."	26 <sup>20</sup>
6x9 ft	"21."	16 <sup>35</sup>
4x63/4 ft		820
36x63 in	1" <b>6</b> ."	455
<b>30x54</b> in	ı" <b>4</b> ."	325

Other Old Material PRICE
SIZES YOU SEND LIST
5x8 ftabout 15 lbs.\$12.10
6x8 ft"19" 14.50
7x7 ft"19" 14.90
7x9 ft"25" 19.05
8x8 ft
8x11 ft"34" 26.65
9x9 ft
9x15 ft"52" 41.20
10x10 ft"39" 30.55
10x13 ft"51" 39.70
11x12 ft"51" 49.30
11x14 ft"60" 47.05
12x12 ft"56" 43.95
12x15 ft "70 " 55.00
27x42 in" 3" 2.40

Above weights are  $\frac{1}{4}$  less than required. We add NEW WOOL to make up the difference at no extra charge.

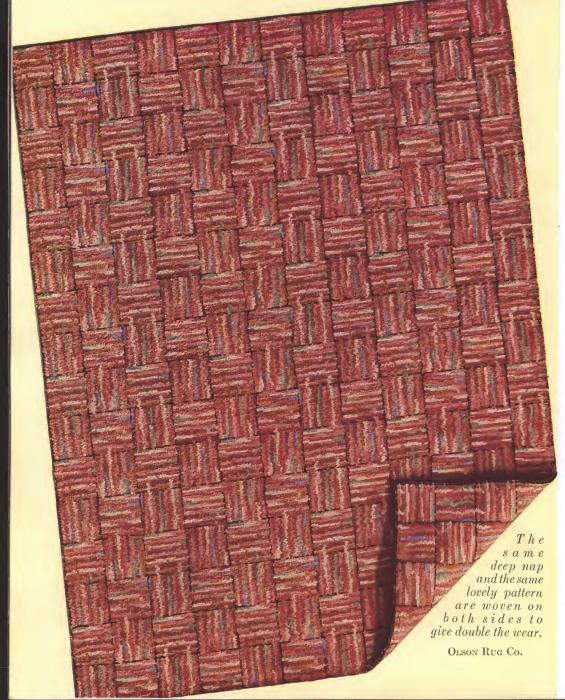
For Special Size Rugs or Runners see page 54



# Dark Taupe - for a Rich Modern Effect

We assume that every woman wants something in rug values besides good wearing quality and low price. If you are looking for a rug that suggests cozy comfort, warm friendliness, enjoyable every-day living and rich harmony—all in excellent taste—we believe this practical new color is deserving of your particular attention.

Dark Taupe gives the ensemble of decorations and furniture a quiet and rich beauty difficult to surpass. Excellent for any room with the possible exception of a dark room where the lighter Taupe on page eighteen is suggested. Why even consider a one-sided rug when you can get a seamless, reversible Olson Rug to give twice the wear?



	Old Material YOU SEND	
9x12 ft	.about 42 lbs	\$3285
81/4×101/2	ft." <b>35</b> ."	2930
6x9 ft	"21."	1825
4x63/4 ft	"10."	920
36x63 in.		500
30x54 in.		360

# Also in the Following Widths by Any Length

These	Old Materi	al PRICE
WIDTHS		r runnir
Only	running fo	ot foot
27 in. wide by	any length1	lb \$ .70
36 in. wide by	any length1 1/4	lbs 1.0:
6 ft. wide by	any length . 21/4	lbs 2.2
8 ft. wide by	any length. 3	lbs 2.94
9 ft. wide ba	any length . 31/2	lbs 3.14
11 ft. wide b	any length . 41/4	lbs 4.04
12 ft. wide b:	any length. 43/4	lbs 4.19
	A	

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

# Early American

HERE is a rug that carries all the fine traditions of authentic Early American design in a blend of exquisite soft colors admirably suited to the cultured, modern home of today. A rug that brings you the loveliness of old-time charm at a price too temptingly low to resist—a pattern that brings character and interest to any room—will lend richness to practically any type of setting. Your rooms can now go Early American without changing anything but the rug. Seamless and Reversible.

Praise from Magazine Editors and Radio Homemakers

PITTSBURGH TESTING LABORATORY PITTSBURGH, PENNA.

REPORT

May 28, 1934.

# RESULTS of TESTS-

Extracts from report:

"-- the wheels of the testing machine produced less wear on each side of the Olson Rug than upon each of the two competitive rugs.

"-- Each Olson Rug outwore two competitive rugs, as judged from appearance. The two competitive rugs were practically threadbare, whereas the Olson Rug still showed possibilities of longer life in the test."

Olson Rugs weigh one-third more than the one-sided competitive Axminster and Velvet rugs of same price.

9 x 12 ft. Olson Rugs weigh 42 pounds. Competitive rugs weigh 31 pounds.



# **That Olson Reversible** Rugs Last Twice as Long

HE Pittsburgh Testing Laboratory, outstanding engineers and chemists for fifty years, made above tests on a government type carpet testing machine designed by U. S. Bureau of Standards at Washington. They chose two 9 x 12 ft. Olson Rugs about to be shipped to customers and compared them with two 9 x 12 one-sided rugs bought by mail from other sources and selected because they resembled in color and pattern and were identical in price to the Olson Rugs. The above report tells its own story.

### from BETTER HOMES & GARDENS-

"Think of being able to use old carpets and materials to obtain such delightful rugs as these . . . "

### from PICTORIAL REVIEW-

"... a boon to housewives ... soft texture and wide range of solid colors and interesting patterns make this product as attractive to the eye as to the purse . . . "

### from HOUSEHOLD MAGAZINE—

"... they are real rugs of excellent grade and bear no trace of their former estate,'

### from WOMAN'S WORLD-

"... the weavers are particularly clever in reproducing the frieze effect of expensive broadlooms and you can have almost any smart color you choose. These rugs are heavy and durable and are grand for any room."

### from GOOD HOUSEKEEPING-

"... For the floor we found a perfect rug combining tan with soft orange, taupe, rust and turquoise in the Cape Cod design. It is made of old rugs, thoroughly cleaned, and was inexpensive," - writes Helen Koues, Studio Director



### JANET ROSS, Station KDKA, Pittsburgh.

(left) "Did vou ever know a woman not as pleased as Punch when she makes over last year's frock into something new and smart for this season? There's the same satisfaction when she finds she can make use of old materials for a modern Olson rug."

CAROL GAY, Radio Station KMOX, St. Louis, "It seems pure magic to send away a few pounds of discarded garments, rugs and hangings and receive in return a luxurious, deep-pile rug.'

Pictorial Rev

MARY ELOISE GORMAN, Station KVOO, Tulsa. "The transformation of an old, worn and faded floor covering into a bright new Olson Rug is just like making a new woman out of a tired, over-worked housewife. New Olson rugs on the floors, at such small cost, will bring a big breath of new life into any woman's home."

MARJORIE WATERS, Station WTIC, Hartford, Conn. "A modern fairy tale come true! That's how I feel about the Olson plan of helping homemakers secure beautiful floorcoverings for the home. And, think of how it solves the problem of knowing what to do with old materials too good to throw away and yet useless as they are!"

# CUSTOMERS ... Are Enthusiastic About their Olson Reversil1 THOUSANDS "I'd Have Paid"

Rugs. The modern design rug has simply transformed my living room. The colors harmonize beautifully with my furnishings and the texture pleases me. The other rugs are lovely. They are so much softer than my old ones. They'd have cost twice as much here."

Mrs. E. E. Thombson, Brockton, Mass.



Olson Rugs in 4 Rooms

"Olson rugs are in my living room. dinette, bedroom and hall and they are certainly lovely. I'm so proud of them - and my friends admire them too. Soon I hope to order more." Mrs. Selina Hughes, Los Angeles, Cal.



Friends Intend Ordering

"I am delighted with my Olson rugs. They are far handsomer than I expected and I am sure they will give years of satisfaction. My white pup likes to sleep on them. Can't say I blame him; he, too, chooses the best, A number of friends intend ordering." Mrs. E. B. Thornton, Andover, Mass.



Olson Ruas in Use 22 Years

"I ordered my first Olson Rugs 22 years ago and two of them are now on my living room floor, hobnobbing with a velvet rug and several Orientals. No other furnishings contribute more to my satisfaction. I treasure them with my old silver and my Orientals, because they, too, are beautiful with the beauty that comes from integrity and a desire to add loveliness to articles of every day use. They've been a permanent investment in satisfaction." Mrs. R. J. Tuller Leesburg, Fla.



Pleased with Rugs

"How pleased we are with our Olson Rugs! They are far more beautiful than we'd expected - all my friends admire them greatly. Thanks for prompt service vou gave me." Mrs. Earl Hinterthuer, Neenah, Wis.

### "We'll Re-order from Olson"

"We like our Olson Rugs and are pleased with them in all ways. Whenever we need new rugs we'll certainly remember to reorder from Olson's." Mrs. W. N. F. Child. Spokane. Wash.



Thanks for Good Service

"The rugs you sent me are beautiful indeed and I am delighted with them. They make my rooms look so much more attractive that I am asking all my friends to come in and see how they brighten up my home. Thank you for your excellent service also." Mrs. R. H. Crockett, Franklin, Tenn.

SIZES		PRICE LIST
9x12 ft.	about 42 lbs	\$32 <u>85</u>
81/4×101/	⁄2ft." <mark>35</mark> ."	. 2930
		-
36x63 ir	1	500
30x54 ir	1	360

 Other SIZES
 Old Material YOU SEND
 PRICE LIST

 11x13 ft...about 53 lbs...48.70
 48.70

 RUNNER 27 in.x9 ft...8....6.85
 6.85

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

# Sarouk Pattern

Here is one of those rare Persian designs that possesses all the beauty and splendor of a priceless handmade Sarouk. Adapted from a century-old masterpiece, our artists have reproduced the graceful, balanced floral design and rich colorings with remarkable fidelity. The ground is of rich blended tones of Taupe giving a delightful luster effect. Soft colorings of deep rose, old golds, greens, rust, terra cotta and ecru in the design serve to carry out the delicacy of feeling so characteristic of genuine Sarouk Orientals. Made Seamless and Reversible with the same pattern and rich-textured, deep nap on both sides for double the wear.





This lovely Early American bedroom with its authentic maple furniture owes much of its inviting charm to the appealing simplicity of design and color in the beautiful oval rugs on the floor. A soft shade of orchid is enhanced by sprightly colors in a dainty floral design.

Number 07228-ORCHID Number 04208-GREEN

Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.

This pattern is made only in the 4 sizes shown above

Think of the many places where you can use an oval: in bedrooms, at the foot of the stairs, in front of davenport, easy chair or fireplace to protect your larger rugs.—Wherever there is unusual wear, one of these lovely oval rugs will help to prolong the life of your larger rugs—besides add a charming decorative note. Ideal for any room in the home.

Reversible and Fringed

Number 04208
APPLE GREEN





All the mysticism and charm of far off Japan are in this lovely design. A sacred Japanese bird with richly colored plumage on Taupe ground. Reversible. Fringed.

Think of the many places where you can use an oval: in bedrooms, at the foot of the stairs, in front of davenport, easy chair or fireplace to protect your larger rugs.

# Number 03283

One of our latest designs—a colorful design taken from a lovely Early American hooked rug. Woven reversible in four sizes. Luxuriously rich and handsomely fringed.

# Number 01266

At these amazingly low prices we feel sure you will want to send enough material to include one of these lovely, colorful oval rugs in your order. Reversible. Fringed.

### Number 09251 LOG CABIN

This delightful pattern was reproduced from a famous Early American hand-hooked rug. A soft blend of colors that will go with almost anything. Reversible. Fringed.

# PRICE LIST for Ovals shown on this page SIZES MADE Old Material SEND: PRICES 27x42 in ... about 3 lbs ... \$3.15 30x54 in ... " 4 " ... 4.30 36x63 in ... " 6 " ... 5.75 41/4x63/4 ft ... " 10 " ... 10.40 The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

These new-type Olson Rugs are the finest we have ever made. More luxurious, closer and more firmly woven. They represent the greatest rug value in America.



SIZES	Old Material YOU SENDabout 42 lbs	LIST
	ź ft." <b>35</b> .".	
	"10.".	
	1" 6.".	
30x54 in	1	360

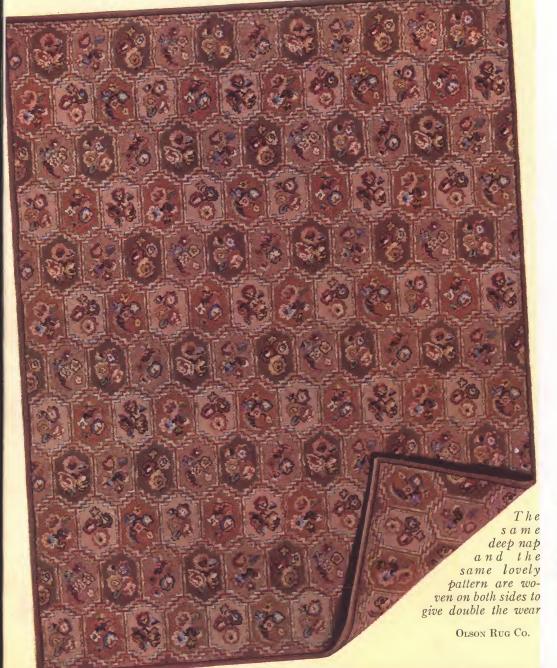
# Also in the Following Widths by Any Length

These	Old Material	PRICE
WIDTHS	SEND per	running
Only	running foot	
27 in. wide by an	ny length . 1 lb.	\$ .76
8 ft. wide by ar	ny length. 3 lbs	2.94
9 ft. wide by ar	ny length . 3 1/2 lbs	3.14
10 ft. wide by an	nylength.4 lbs.	3.68
11 ft. wide by an		

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

# Early American

We are proud to offer this lovely, authentic Early American design as our contribution to that delightful vogue that is sweeping the country. The soft taupes, browns, tans, rusts, ecrus, form a splendid foundation for any color scheme — colors that are sure to find an answering accent in your present scheme. Don't hesitate to use it along with any type of furniture, for good taste sanctions it. A luxuriously deep-textured rug.



# Walnut Brown - Fashionably New and Serviceable

One of the very latest color creations that has found instant favor in the finest homes. No wonder decorators are using Brown today. And what a charming, practical new shade of Brown it is. Study this smartly modern, home-like room. Its harmony delights the eye. Yet this much sought-for effect is quickly and inexpensively achieved by replacing your old rug with an Olson Rug in this new color. Here is a luxurious, practical "2-in-1" rug for any room where hard wear is expected. A rug you can live with year after year. The rich texture gives no hint of the great saving. No need to put up with misfit rugs. Here are sizes for any room.

SEAMLESS REVERSIBLE BROADLOOM

### Number 6221

Standard SIZES	Old Material YOU SEND	PRICE LIST
9x12 ft	about 42 lbs	\$27 <u>40</u>
81/4x101/	<b>½</b> ft.". <b>35</b> ."	2435
<b>6x9</b> ft	".21."	1525
$4x6\frac{3}{4}$ ft.	".10."	755
36x63 in		420
30x54 in	4	310

	YOU SEND	LIST
5x8 ft	.about 15 lbs.	\$11.30
6x6 ft	"14 "	10.15
6x8 ft	"19 "	13.45
7x9 ft		17.75
8x8 ft	"25 "	18.05
9x9 ft	"31 "	22.75
9x15 ft	"52 "	38.35
10x10 ft.	"39 "	28.40
10x13 ft.	"51 "	36.90
11x12 ft.	"51 "	37.50
11x14 ft.	"60 "	43.75
12x15 ft.	"70"	51.05
27x42 in.		2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54





↑ Hunter Green—one of 25 colors, mixtures.

### PRICES for HALL and STAIR RUNNERS

IN ALL SOLID COLORS, BLENDS, MIXTURES. (Give color "Number" of rugs ordered)

(For Early American, Modern, Oriental and Texture DESIGNS, see pages where pictured)

Hall rugs, sometimes called "Runners," and stair carpets are woven in 22, 27, and 36 inch widths—and in any length from 6 feet up to 400 feet. The most popular lengths are 7 feet, 9 feet, 12 feet, 15 feet and 18 feet. We recommend that rugs for halls and stairs be made without borders, as it makes them look wider, although rugs with border may be had at small additional cost. The 22 inch width is only for extremely narrow halls or stairs. (Order 9 inches extra length on stair runners to allow for shifting when worn).

Prices below are for the "running foot." It's easy to figure the cost. EXAMPLE: If you should want a rug 27 inches wide and 12 feet long without border, just multiply 12 x 63 cents = \$7.56

These WIDTHS	PRICE	PRICE	Old Material
Only	WITHOUT BORDER	WITH BORDER	per Running Foot
27 inches wide 36 inches wide 22 inches wide Above weights are or		90 cents a running foot 60 cents a running foot	Send 3/4 lb. a ft.

NOTE: A deposit of 25 per cent or, better still, remittance in full with order, will insure promptest delivery of runners and special sizes, which usually require 10 days to 2 weeks.

# PRICES for SPECIAL SIZE RUGS and EXTRA LARGE RUGS SIZES YOU CAN'T GET ELSEWHERE

IN ALL SOLID COLORS, BLENDS, MIXTURES. (Give color "Number" of rugs ordered)

(For Early American, Modern, Oriental and Texture DESIGNS, see pages where pictured)

If your room requires an unusual size rug not shown on the preceding pages, we will make a special size rug from 4 feet wide up to 16 feet wide, by any length in one piece without seams.

It's easy to figure the cost. EXAMPLE: If you should want a rug, say 8 feet wide and 14 feet long without border, just multiply  $14 \times \$2.45 = \$34.30$ .

	These WIDTHS Only	WITHOUT BORDER	WITH BORDER	Old Material per Running Foot
	4 feet wide	\$1.22 a running foot	\$1.32 a running foot	Send 11/2 lbs. a ft.
	5 feet wide	1.53 a running foot	1.65 a running foot	Send 2 lbs. a ft.
	6 feet wide	1.84 a running foot	1.98 a running foot	Send 21/4 lbs. a ft.
	7 feet wide	2.14 a running foot	2.30 a running foot	Send 23/4 lbs. a ft.
	8 feet wide	2.45 a running foot	2.63 a running foot	Send 3 lbs. a ft.
	9 feet wide	2.62 a running foot	2.81 a running foot	Send 31/2 lbs. a ft.
	10 feet wide	3.06 a running foot	3.29 a running foot	Send 4 lbs. a ft.
	11 feet wide	3.37 a running foot	3.62 a running foot	Send 41/4 lbs. a ft.
	12 feet wide	3.49 a running foot	3.75 a running foot	Send 43/4 lbs. a ft.
	13 feet wide	3.98 a running foot	4.28 a running foot	Send 5 lbs. a ft.
	14 feet wide	4.29 a running foot	4.61 a running foot	Send 51/2 lbs. a ft.
	15 feet wide	4.59 a running foot	4.94 a running foot	Send 53/4 lbs. a ft.
	16 feet wide	4.90 a running foot	5.26 a running foot	Send 61/4 lbs. a ft.
P	bove weights are on	e-fourth less than actually required	<ol> <li>We make up the difference by a</li> </ol>	dding NEW WOOL FREE.



(Above) A rug that is too small makes a room look bare. (Below) The correct size rug gives a room spaciousness.



Standard SIZES		
9x12ft	about 42 lbs.	\$2740
81/4×101	/2ft" <b>35</b> ."	2435
6x9 ft		1525
4x63/4 ft		7 55
36x63 i	n" 6."	420
<b>30x54</b> i	n" 4."	310

Other Old Material PRICE
SIZES YOU SEND LIST
5x8 ftabout 15 lbs. \$11.30
6x6 ft"14" 10.15
6x8 ft"19" 13.45
7x9 ft
8x8 ft" <b>25</b> " <b>18.05</b>
8x11 ft"34" 24.75
9x9 ft"31" 22.75
9x15 ft"52" 38.35
10x10 ft"39" 28.40
10x13 ft "51" 36.90
11x12 ft"51" 37.50
11x14 ft "60 " 43.75
12x12 ft"56" 40.90
12x14 ft"65" 47.70
12x15 ft "70 " 51.05
27x42 in" 3" 2.20

Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.

### For Special Size Rugs or Runners see page 54

taupe. Picture this rug in your reception hall, living room,

dining room, or any room in your home. An intensely

SEAMLESS

# REVERSIBLE A Lovely Blend of Brick Red and Taupe This beautiful figured rug is extremely rich in character practical rug that has won immense popularity. Won't with its soft intermingled tones of brick red and show soil. You will find it difficult to duplicate the beauty

PAGE 55

and wearing qualities of this rug elsewhere at twice the

price. The same deep, luxurious nap on both sides.



Standard SIZES	Old Material YOU SEND	
9x12 ft	about 42 lbs.	\$32 <u>85</u>
81/4x101/2	ft." <b>35</b> ."	2930
6x9 ft		.1825
4x6¾ ft.		. 920
<b>36x63</b> in		. 500
30x54 in		360



Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

# Oriental Loveliness Copper Taupe Ground

TERE is one of those rich Persian designs that possesses all the beauty and splendor of a priceless handmade Sarouk. Adapted from a century-old masterpiece, our artists have reproduced the graceful, balanced floral design and colors with remarkable fidelity. The ground is a soft copper taupe, and the border is a deep copper color. Soft colors carry out the delicacy of design so characteristic of genuine Sarouk Orientals. Woven Seamless and Reversible with the same exquisite pattern and rich-textured, deep nap on both sides for double the wear and luxury underfoot. Here is lasting Persian luxury that cannot be duplicated at double the price shown here.

SIZES	Old Material YOU SEND	PRICE LIST
9x12 ft	.about 42 lbs.	\$3285
81/4x101/	½ft." <mark>35</mark> ."	$29\frac{30}{2}$
6x9 ft	" <b>21</b> . ".	1825
4x63/4 ft		920
36x63 in	1 " 6 . ".	. 5 <u>00</u>
30x54 in	1 " 4.".	3 60

Other Old Material PRICE SIZES YOU SEND LIST 9x15 ft...about 52 lbs. \$46.00



Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

# Woven-in Lustre

A BEAUTIFUL Persian design woven in soft, rich Oriental "high-lighted" colors on a background of blended tones of Taupe. This lovely rug brings you all the captivating charm of the Orient at low prices never before possible. The sumptuous luster-effect is "woven in," and will last as long as the rug. Woven seamless and reversible to give double the wear, with the same rich pattern on both sides.

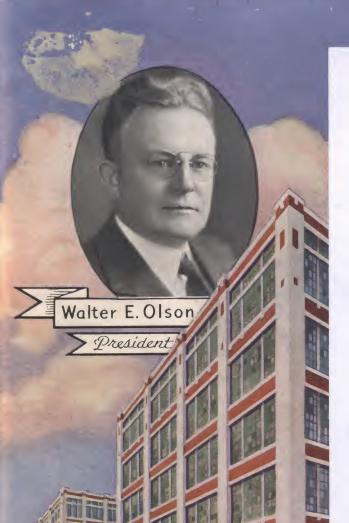
### GRACEFUL PATTERN IN BEST PERSIAN TRADITION





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CHICAGO NEW YORK SAN FRANCISCO Middlemen's Profits



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Largest Manufacturers of Rugs Dealing Direct With the Home DLSON RUG CO

2800 N. Crawford Avenue, Chicago

Our Factory-to-You Prices Save You All Middlemen's Profits



Beautiful

Modern BROADLOOM RUGS Woven REVERSIBLE for Double Wear & Luxury NEW RUGS from OLD